

CITY OF ANTIGO
HOTEL MOTEL COMMISSION
MINUTES OF MEETING HELD
AUGUST 30, 2017

Hotel Motel Commission of the City of Antigo met in Regular Meeting on the above date at 8:30 AM in the Multi-Purpose Room, City Hall, Mayor Bill Brandt presiding.

Attendee Name	Title	Status	Arrived
Tom Bauknecht	Ward 4	Present	
Bill Brandt	Mayor	Present	
Deena Grabowsky	Member	Absent	
David West	Member	Absent	
Tom Quinlan	Member	Present	
Leah Antoniewicz	Member	Present	
Cathy LeBrun	Member	Present	

Others in attendance: Mark Desotell, Director of Administrative Services; Gordon Neve, Antigo Area ATV/UTV Club; and Jaime Horswill, Utility/Clerical Assistant.

Discussion and Action May Occur on Any of the Following Agenda Items:

1. Antigo Area ATV/UTV & Kettle Moraine ATV Association 2017 Charity Ride in Conjunction with Make-a-Wish Foundation of Wisconsin Request for Funds

Mark Desotell, Director of Administrative Services, provided a memo with the request from the Antigo Area ATV/UTV and Kettle Moraine ATV Association 2017 Charity Ride in conjunction with Make-a-Wish Foundation of Wisconsin. Mr. Desotell noted that during their first nine years, the Kettle Moraine ATV Association raised \$85,000 for their designated charity to fight cancer. In their tenth year the association has joined forces with the Antigo Area ATV/UTV Club to choose Antigo/Langlade County as their new destination. They have indicated that the access to hotels, banquet facility, campgrounds and trails have impacted the decision to choose our area.

Mr. Desotell's memo further indicated that some club members will start arriving October 11th for early riding opportunities with most arriving on Friday for Saturday's ride and banquet. This is when the serious fundraising will occur with their new charity, Make-a-Wish Foundation of Wisconsin, being the night's focus. One local Make-a-Wish recipient has been identified from each organizations community to receive their wish.

Mr. Desotell's memo noted that the Kettle Moraine ATV Association has demonstrated great allegiance by staying with their former destination community for nine years running. It is his hope to solidify Antigo/Langlade County as their new home.

Mr. Desotell's memo concluded by noting that the Antigo Area ATV/UTV Club is asking for support in providing promotional banners for the event. This or any additional financial assistance that the committee is able to consider to help "anchor" this group to the Antigo/Langlade County area is greatly appreciated.

The club provided an Application to Solicit Funds requesting \$500 for banners and flyers. This event does create a profit, however, the event raises money for charity. The club is anticipating over 100 overnight stays at area hotels for this event.

Upon inquiry by Mayor Brandt, Gordon Neve, Antigo Area ATV/UTV Club, advised that he was not certain of the costs for the flyers that were sent to the southern part of the state. Mayor Brandt indicated that the commission would be able to help fund this type of flyer. Mayor Brandt further advised that the commission can fund up to a certain figure and the club would need to

bring in a paid receipt for reimbursement.

Mayor Brandt indicated that the commission would like to help fund this event. They would be able to pay for flyers, postage, websites, mailings, correspondence, and/or banners.

Mr. Neve noted that he did not know the costs associated with the event. Mr. Desotell indicated that Pete Pennington told him the banners would be approximately \$500-\$600.

Mayor Brandt indicated that the banners, printing of the flyers and postage would all be eligible expenses.

Mr. Neve noted that he would have liked to have a billboard put up advertising this event. Mayor Brandt explained that this would be an eligible expense that the commission could help fund in the future if the billboard was put up in the Kettle Moraine area.

Mayor Brandt noted that he is hopeful that they are not missing any qualifying expenses that the commission could help with. Mr. Desotell indicated that for the first year, the \$800 is enough. The club is using this year as a trial run.

Motion to approve the cost of banners, flyers, and postage up to \$800 for the Antigo Area ATV/UTV and Kettle Moraine ATV Association 2017 Charity Ride.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Bill Brandt, Mayor
SECONDER:	Tom Bauknecht, Ward 4
AYES:	Bauknecht, Brandt, Quinlan, Antoniewicz, LeBrun
ABSENT:	Deena Grabowsky, David West

Any Other Matters Authorized by Law to be Considered

Mayor Brandt requested a financial report for the next meeting along with a list of the guidelines for the commission to be mailed. Mayor Brandt explained "heads in beds" and how the commission is able to determine if hotel stays were generated.

INFORMATION ONLY

Adjournment

1. **Motion to:** Adjourn at 8:58 am

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Tom Quinlan, Member
SECONDER:	Tom Bauknecht, Ward 4
AYES:	Bauknecht, Brandt, Quinlan, Antoniewicz, LeBrun
ABSENT:	Deena Grabowsky, David West

Bill Brandt, Chairperson

Date



To: Mayor and City Council
From: Mark Desotell, Director of Administrative Services
Date: August 30, 2017
Re: Antigo Area ATV/UTV & Kettle Moraine ATV Association 2017 Charity Ride in
Conjunction with Make-a-Wish Foundation of Wisconsin Request for Funds

Attached to your agenda packets you will find information relative to the 2017 10th Annual Kettle Moraine ATV Association Charity Ride. During their first 9-years the club has raised \$85,000 for their designated charity to fight cancer. In their 10th year the Kettle Moraine ATV Association has joined forces with the Antigo Area ATV/UTV Club to choose Antigo/Langlade County as their new destination. They have indicated that the access to hotels, banquet facility, campgrounds and trails have impacted the decision to choose our area.

Some club members will start arriving mid-week (October 11th) for early riding opportunities with most arriving on Friday for Saturday's (October 14th) ride and banquet. This is when the serious fund-raising will occur with their new charity, Make-a-Wish Foundation of Wisconsin, being the night's focus. One local Make-a-Wish recipient has been identified from each organizations community to receive their wish.

It is worth noting that the Kettle Moraine ATV Association has demonstrated great allegiance by staying with their former destination community for 9-years running. We hope to solidify Antigo/Langlade County as their new home.

The Antigo area ATV/UTV Club is asking for your support in providing promotional banners for the event. This or any additional financial assistance that the Committee is able to consider to help "anchor" this group to the Antigo/Langlade County area is greatly appreciated.

**CITY OF ANTIGO
HOTEL/MOTEL ROOM TAX COMMISSION
APPLICATION TO SOLICIT FUNDS**

- Name of Application Organization: ANTIGO AREA ATV/UTV CLUB IN CONJUNCTION WITH KETTLE MORaine ATV ASSOCIATION
- Project Title: 2017 CHARITY REDE (10TH ANNUAL) - MAKE A WISH DESIGN CHARITY RECEPTION
- Total Cost of Project: \$ 10,000 + SPENT LOCALLY + \$10,000 to \$18,000 RAISED FOR CHARITY
- Amount requested from Room Tax Commission: \$ 500
- Matching Funds: \$ 500 FROM ANTIGO AREA ATV/UTV CLUB
- Estimated project start date: 10/12/17 Estimated completion date: 10/15/17
- (Check all that apply)
Business Organization: Corporation ☐ Partnership ☐ Non-Profit ☒ Tax Exempt ☒
- Person in Charge of Project: PETE PENNINGTON & JACK ANDERSON
- Address: 1314 N. LANGLADE ROAD E-mail Address: ypsixpenn@yahoo.com
- City: ANTIGO State: WI Zip Code: 54409
- Home Phone: 715-623-4317 Business Phone: 715-216-2338 (cell)
- Is this a first time event? Yes ☐ No ☒ If yes, skip to # 4
(10TH YEAR -> 1ST IN ANTIGO) If no, go to # 2
 - Was the event successful in the past? Yes ☒ No ☐
 - By what measurement was the event successful?

National Exposure	☐
Regional	☒
Tourism	☒
Local Attendance	☒
Estimated Local Attendees	<u>100 +</u>
Total Event Attendance	<u>300 +</u>
 - Are the beneficiaries:

Youth	☒
Adults	☒
Seniors	☒
 - Does the event have an admission charge? YES
If yes, how much? \$ 25 PER PERSON / \$50 FAMILY
 - Is there a discount or waiver for youth? YES
If yes, how much? \$ SEE FAMILY DISCOUNT ABOVE
 - Did the event create a profit? YES, CHARITY DONATIONS
If yes, how much? \$ 85,000 OVER THE PAST 9-YEARS

8. How much time will a visitor spend at your attraction? 2 TO 3 DAYS
9. Project number of overnight stays visitor attraction will generate in Antigo: 100+ INCLUDING CAMPERS
10. Will the profit be re-invested in the community? YES
 If yes, where and when? (\$10,000 TO \$18,000 ANTICIPATED)
THE MAKE-A-WISH FOUNDATION OF WISCONSIN IS THIS YEAR'S CHARITY RECIPIENT. MATTHEW OF ANTIGO & CASEY OF KETTLE MORaine AREA ARE SELECTED MAKE-A-WISH HONOREES.
 If no, do you expect positive net earnings in the future?

11. Are any directors, volunteers, or board members provided compensation or reimbursement from a City donation or event proceeds? NO
12. Will the City be expected to provide future support? (GOAL IS TO HOST EVENT OVER THE NEXT 10-YEARS IN ANTIGO)
 If yes,
- | | |
|----------|--------------|
| Cash | <u>X</u> |
| Police | <u>X</u> |
| Fire/EMS | <u>X</u> |
| Utility | <u>_____</u> |

Detailed description of the project: (if necessary complete on separate sheet)

PLEASE SEE ATTACHED EVENT POSTER AND MAKE-A-WISH INFORMATION

Describe where the project will be marketed and how the project would be marketed to the visiting public:

GOAL IS TO ENCOURAGE ~ 200 PARTICIPANTS OF THE KETTLE MORaine ASSOCIATION PLUS ANOTHER 100+ LOCAL ATV/UTV ENTHUSIASTS TO PARTICIPATE IN THIS YEAR'S CHARITY RIDE FROM THE CTR OF ANTIGO ONTO LANGlade COUNTY TRAILS

Required Enclosures (Check below if include):

- ☒ Completed Application
- ☐ Project Budget MAKE-A-WISH TAX I.D. # 39-1543541
- ☒ For Non-profit organizations--attach a copy of minutes approving the project and proof of non-profit status KETTLE MORaine ATV ASSEC. TAX I.D. # 83-0460644

Dan O'Connell
 Signature

Prnt
 Title

8-22-13
 Date

For Office Use Only

Date of Event: _____
 Amount of Grant Approved: \$ _____
 Date Check Disbursed: _____
 Date Copies of Documentation Rec'd _____
 (To be received within 30 days of event)

Hotel/Motel Commission Advertising/Promotion Guidelines

If the event organizer(s) are able to provide an answer of "No" to any of the questions below then the group would not be eligible to receive funds from this commission. Please contact the City of Antigo to see if other funding is available and to determine eligibility for another program. Thank you.

- 1.) Where outside the community do you plan to advertise/promote your event; will your advertising be at least 100 miles from the City of Antigo to promote the community as a destination? Please note that preference will be given to those events where advertising reaches markets which are 100+ miles away from the Antigo/Langlade County area.

KETTLE MORaine Assoc. ± 155 miles away

- 2.) Is the funding from this commission to be used strictly for advertising/promotion?

YES, PROMOTIONAL BANNERS

- 3.) Will your organization be able to provide matching funds in the amount which you have requested?

YES

- 4.) Has your organization been in existence for more than 12 months?

YES

- 5.) Will your event provide overnight stays?

YES (100+)

- 6.) Will you be able to submit documentation* of the advertising/promotion expenditures within 30 days of the scheduled event to the City Clerk-Treasurer?

YES

- 7.) Number of times this group has requested funds previously? NONE

If this is an event that is returning to request funding will you demonstrate where you have advertised previously by providing copies of advertising/promotional invoices?

*Please note that failure to provide this documentation will not allow for reimbursement from this commission.

A Kettle Moraine ATV Association and Antigo ATV/UTV Club event on the Parrish Highlands ATV Trail System



"Help Make a Child's Wish Come True"

10th Annual CHARITY RIDE

Saturday, October 14, 2017

****NEW LOCATION – ANTIGO, WI****

North Star Lanes, 400 Prosser Place, Antigo, WI 54409



Group photo from 2016 Ride



Go to KMATVA.COM for pledge sheets

*Increase the chance of winning one, or all three admission prizes,
by earning one ticket for every \$100 pledged!*

EVENT ENTRY

\$25 \$50

*Per Person Per Family
or Pledges*

(Includes Dinner)

**9AM Saturday
Riders Meeting and
Group Picture**

5PM Saturday

Evening Events Begin

ALL DONATIONS benefit "Make-A-Wish® Wisconsin."

*"Make-A-Wish Wisconsin's" mission is to
"Grant the wishes of children with
life-threatening medical conditions
to enrich the human experience with
hope, strength and joy."*



Sign Up!

Friday Evening: 5-7 pm – North Star Lanes

Saturday Morning 7:30-8:45 – North Star Lanes

(and after the Riders Meeting and Group Photo)

PLEASE HAVE ALL ATVs/UTVs IN PLACE FOR PHOTO BY

8:45am

For more information: kmatva.com / tcrohrer@charter.net

MAKE-A-WISH.
Wisconsin

Share the
Power
of a Wish



Matthew

Matthew is a 17-year-old from Antigo who's living with Hodgkin's lymphoma. He enjoys hunting, fishing, watching TV and hanging out with his friends. He also loves spending time at his family's lake cottage.

He wishes to go to Hawaii next spring.



Casey

Casey is an 18-year-old from West Bend who's living with anaplastic large cell lymphoma. He enjoys trail hiking, drawing, writing and recording his own music.

He wishes to go to Australia.

Charity Ride Information

PLEDGES

We're teaming with the Antigo Area ATV/UTV Club this year from the 10th Annual Charity Benefit Ride on October 14th, 2017. This year we will be raising money for "Make-A-Wish Wisconsin." Start getting your pledges now for a better chance to win 3 really great prizes. We will list these when we have them locked up. All you need to do is



Date: 03-14-17

Reference: "Make-A-Wish®" Wisconsin Charity ATV/UTV Ride

To whom it may concern,

The Kettle Moraine ATV Association began in 2006 for promoting All-Terrain Vehicle recreation as a safe and social experience while fostering a positive public image.

In 2008 the Kettle Moraine ATV Association began a charity benefit ride that has raised \$84,900 over the past 9 years for Chix 4 a Cause, an organization that helps make a difference in the lives of people who are fighting cancer. This year, our new charity, "Make-A-Wish®" Wisconsin grants wishes, and helps strengthen and empower children diagnosed with, and battling, a life-threatening medical condition. A granted wish can be a game-changer for these kids. We've partnered with the Antigo Area ATV/UTV Club to make the event even bigger and better this year.

Would you please consider donating to this worthy cause? We are seeking donations to be used for prizes, raffles, games, and/or silent auction. Please consider donating gift cards, items, or a monetary donation on behalf of your business for this worthwhile cause.

Thank you for your consideration. Please feel free to contact me with any questions. For additional information, go to www.langladecountyedc.org or alcinfo.com or www.antigoatvclub.com.

Sincerely,

Pete Pennington, President Antigo ATV/UTV

Cell 715-216-2338

Home 715-623-4317

Email ypsixpenn@yahoo.com

Pete & Yvonne Pennington
1314 North Langlade Road
Antigo WI 54409

Jack Anderson vp Antigo ATV/UTV

Cell 715-946-5762