

CITY OF ANTIGO
HOTEL MOTEL COMMISSION
MINUTES OF MEETING HELD
OCTOBER 31, 2018

Hotel Motel Commission of the City of Antigo met in Regular Meeting on the above date at 8:43 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	Present	
David West	Member	Absent	
Tom Quinlan	Member	Present	
Leah Antoniewicz	Member	Present	
Cathy LeBrun	Member	Present	

Others in attendance: Angie Close and Kerri Beck, Langlade County Economic Development Corporation; Jim Justman and Drew Lundt, Antigo/Langlade County Chamber of Commerce Board; and Jaime Horswill, Clerical/Utility Assistant.

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

1. Langlade County Economic Development 2019 Funding Request for Antigo/Langlade County Tourism Marketing Campaign

Langlade County Economic Development Corporation provided a Hotel/Motel Room Tax Commission Application to Solicit Funds in the amount of \$15,040 for the Antigo/Langlade County Tourism Marketing Campaign 2019.

Angie Close, Executive Director, provided a tourism expense budget as follows:

Chicagoland Outdoor Show at Tinley Park	\$ 775
Green Bay RV and Camping Show	\$ 400
Milwaukee Journal Sentinel Sports Show	\$ 500
Material Shipping Cost	\$ 60
Wisconsin State Fair	\$ 650
5 Star Marketing Sports Shows	\$ 300
Badger Sportsman Magazine	\$1000
Silent Sports Magazine	\$1200
Tourism Mailing Postage	\$ 600
ATV Tracks	\$ 500
Snow Tracks	\$ 500
Lake Link	\$1200
Social Media Campaigns	\$1500
Wisconsin Dept of Tourism Co-Opportunities	\$3000
Tourism Video Production	\$4000
Langladecounty.org tourism website	\$9895

Economic Development Expense

Attraction Video Production

\$4000

Ms. Close provided further information on some of the expenses listed above.

Mayor Brandt advised that last year the Commission funded this group at \$8,990.72.

Upon inquiry by Cathy LeBrun, Ms. Close advised that the amount went up considerably because of the videos for tourism and Economic Development. These videos were last done in 2012 so an update is necessary. They will also be re-doing their website.

Ms. LeBrun questioned the Attraction Video Production expense of \$4,000 for highlight living and working here. Ms. Close is requesting one-half of that expense from the Commission. Ms. Close explained that there is a portion of the Hotel/Motel Room tax that can be utilized for Economic Development to which Mayor Brandt explained that those funds are not controlled by this Commission.

Motion to approve the Langlade County Economic Development 2019 funding request for Antigo/Langlade County Tourism Marketing Campaign in the amount of \$13,040.

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

2. Antigo/Langlade County Chamber of Commerce 2019 Funding Request

Antigo/Langlade County Chamber of Commerce provided a Hotel/Motel Room Tax Commission Application to Solicit Funds in the amount of \$37,994.

Deena Grabowsky, Antigo/Langlade County Chamber of Commerce, provided a tourism expense budget as follows:

Tourism Print/Online Advertising

Silent Sports	\$ 900
Our Wisconsin	\$2604
Fun in Wisconsin	\$1600
Summer in the Northwoods	\$ 499
Wisconsin ATV/Snowmobile Trails	\$1200
Wisconsin Bike Trails	\$ 600
Illinois Snowmobiler	\$1160
Journeys Trip Planner	\$ 272
WI Journeys	\$1590
The Greater Valley Guide	\$ 600
Northwoods Recreation	\$ 210
Wisconsin Bike Fed	\$ 800
Experience Wisconsin	\$1080
Guest Quest	\$1605

Resource Guide	\$ 299
Northwoods of Wisconsin	\$1000
Tourism Map/Kiosk	
Langlade County Recreation Map	\$ 195
Informational Kiosk	\$ 250
Tourism Communication	
888 Number	\$ 400
Internet Service	\$ 700
Tourism Website	
Website, Subscription and Hosting Services	\$2500
Tourism Visitor Guide Distribution	
CMT	\$1800
Speedee	\$ 380
Creative Concepts	\$1200
Distribute Langlade County	\$2800
Tourism Visitor Guide Mailings	\$2000
Tourism Events	
Lakes and Leaves Bike Ride	\$1500
Tourism Tradeshows/Conferences	
Green Bay Camping and RV Show	\$ 400
Milwaukee Sports Show	\$ 500
Spring Tourism	\$ 600
Fall Tourism	\$ 250
Welcome Center	
Tourism Staff	\$6500

Mayor Brandt advised that the Commission funded this group last year at \$37,049.

Upon inquiry by Alderperson Bauknecht, Ms. Grabowsky indicated that the tradeshows are attended by the Chamber and Economic Development Corporation, but are attended at different times, which is a coordinated effort between the two groups.

Upon inquiry by Mayor Brandt, Ms. Grabowsky advised that advertisements in the Tourism Guide can be from anyone, not just Chamber members.

Motion to approve the Antigo/Langlade County Chamber of Commerce 2019 request in the amount of \$37,994.

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

3. Financial Statement (Information Only)

Kaye Matucheski, Clerk-Treasurer/Finance Director, provided a Hotel/Motel Tax Financial Recap and Comparison 9/30/17/ and 9/30/18 showing a beginning balance of \$353,576.20 with revenue at \$78,226.36, expenditures of \$77,262.46 for a total balance of \$354,540.10.

Any Other Matters Authorized by Law to be Considered

Alderperson Bauknecht questioned what is done if a motel does not pay the tax. Mayor Brandt advised that Ms. Matucheski collects the tax and the City Attorney pursues collection.

Upon inquiry by Mayor Brandt, Ms. Grabowsky indicated that the Chamber of Commerce spends approximately \$60,000 per year promoting the area.

Adjournment

1. Motion to: Adjourn at 8:56 am

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

Bill Brandt, Chairperson

Date