

CITY OF ANTIGO
HOTEL MOTEL COMMISSION
MINUTES OF MEETING HELD
NOVEMBER 28, 2018

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	Present	
David West	Member	Absent	
Tom Quinlan	Member	Present	
Leah Antoniewicz	Member	Present	
Cathy LeBrun	Member	Present	

Others in attendance: Shaughn Novy, Black Hawk Hill; and Jaime Horswill, Clerical/Utility Assistant.

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

1. Black Hawk Hill 2019 Funding Request for Northwoods Triple Crown

Shaughn Novy, Black Hawk Hill, submitted a Hotel/Motel Room Tax Commission Application to Solicit Funds in the amount of \$23,760. The total cost of her project is \$74,000. According to her application the event draws approximately 300 overnight stays in the area.

Mayor Brandt indicated that last year the group was given \$17,000.

Upon inquiry by Mayor Brandt, Ms. Novy indicated that the \$23,760 request is her advertising budget. She will be spending \$74,000 in advertising if you include the in-kind donations.

Ms. Novy noted that when you request advertising for non-profit organizations, you ask them to double the request and then you give them news stories, etc. This is very valuable.

Upon inquiry by Cathy LeBrun, Ms. Novy indicated that there is not actually cash exchanged for in-kind donations, but you have to be willing to give up something during negotiations.

Upon inquiry by Mayor Brandt, Ms. Novy advised that the profit and loss statements are not finalized at this point, but she is approximating the profit to be \$7,000 which is used for family/youth programs at Black Hawk Hill.

Upon further inquiry by Mayor Brandt, Ms. Novy noted that several other non-profit organizations work at the event to create a profit for their programs as well. (Examples given were: Hockey Association, Grid-iron Club, AVAIL, and Horse and Pony Project.)

Ms. Novy provided a media synopsis advising that she received 1894 verified event attendees. The sample size included 378 individuals of which 124 were staying overnight and 258 were day trippers. The Northwoods Triple Crown was a success overall in terms of attendees, competitors, and vendors. The community saw a significant influx of visitors in direct relation to this local event. It was very well received not only by attendee feedback, but as well as the local community. They were congratulated by many business leaders and community members for bringing a sustainable event into the area to generate traffic and revenue. The support of the grants and sponsorships made this event possible. They feel this is a sustainable event and can continue to bring revenue not only throughout the event weekend, but also awareness to all of the amenities that Langlade County has to offer.

Ms. Novy also provided a Visitor Spending Results form that she received from the Wisconsin Department of Tourism. According to their calculations, the event brought in approximately \$186,102 to the area.

Ms. Novy further provided some credit card statements showing where attendees are coming from.

Ms. Novy discussed the grill masters challenge and is looking at having a state competition in the future.

Upon inquiry by Ms. LeBrun, Mayor Brandt advised that the area hotels definitely knew the event was going on because of the overnight stays.

Mayor Brandt indicated that approximately \$30,000 was spent on marketing both cash and in-kind last year. Using the \$17,000 room tax amount (same as last year), would give Ms. Novy \$34,000 for advertising this year.

Mayor Brandt explained that the group looks at the advertising expenses and can match up to half. Last year the group should have only given Ms. Novy approximately \$11,000, however, she was given \$17,000. There are guidelines that need to be followed.

The committee discussed how paid receipts must be turned into the Clerk-Treasurer, who then will reimburse the group up to the allotted amount, in this case \$17,000.

The committee advised Ms. Novy that she should bring in exact advertising figures when requesting more money so that committee members can see exactly where the money is being spent.

Ms. LeBrun commented that in-kind donations should be included if it is within the rules.

Mayor Brandt indicated that he is comfortable with the \$17,000 again.

Deena Grabowsky commented that what goes on within the community with events like this is wonderful, however, the goal of this commission is overnight stays at the area hotels.

Motion to approve \$17,000 of the Black Hawk Hill 2019 funding request for Northwoods Triple Crown. If this event comes back to the commission next year for another request a complete breakdown of where advertising dollars, including in-kind, were spent is requested.

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

2. Financial Re-Cap (Information Only)

RESULT:	PLACED ON FILE-NO VOTE
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Any Other Matters Authorized by Law to be Considered

The committee discussed possibly changing the way that the receipts are paid. One possibility would be to reimburse one-half of each receipt up to the approved amount.

Mayor Brandt advised that he will discuss this with the Clerk-Treasurer.

Tom Quinlan suggests that Ms. Matucheski attend the next meeting.

INFORMATION ONLY

Adjournment

1. **Motion to:** Adjourn at 9:15 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