

CITY OF ANTIGO
HOTEL MOTEL COMMISSION
MINUTES OF MEETING HELD
NOVEMBER 29, 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	Present	
David West	Member	Absent	
Tom Quinlan	Member	Present	
Leah Antoniewicz	Member	Absent	
Cathy LeBrun	Member	Absent	

Drew Lundt, Jim Justman and Scott Lutz, Antigo/Langlade County Chamber of Commerce; Joe Hermolin and Lisa Haefs, Langlade County Historical Society; Angie Close, Langlade County Economic Development Corporation; Sarah Repp, Park, Recreation and Cemetery Director; and Jaime Horswill, Clerical/Utility Assistant.

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

1. Update from Sarah Repp Regarding the Community Calendar

Sarah Repp, Park, Recreation and Cemetery Director, provided an Analytics update regarding the Community Calendar showing 67.1% of usage was direct and 28.4% being referrals. Ms. Repp noted that the calendar is going well and is proving to be a useful tool.

Upon inquiry by Mayor Brandt, Ms. Repp noted that Aspirus Langlade Hospital has provided some programming events which have been put on the calendar. She continues to reach out to them. Ms. Repp further advised that the Community Calendar could provide an actual link to the hospital if they have numerous events instead of updating the calendar. Mayor Brandt will be meeting with new hospital administration and will speak with them regarding this.

INFORMATION ONLY

RESULT: PLACED ON FILE-NO VOTE
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2. Request from the Historical Society for Consideration of the Welcome Center at their Facility

The Langlade County Historical Society provided a Partnership Proposal memo which advised that recently a Destination Assessment of Antigo drew some interesting conclusions about our community, and perhaps some opportunities as well. The assessment pointed to the need for a community Resource Center/Chamber of Commerce location in the downtown core as a way to attract visitors. The Langlade County Historical Society Museum has the perfect location for such a center, and they have dire need for funds to make the facility handicapped accessible, increase staffing, and annual operating capital. They proposed to approach the Hotel Motel Room Tax Commission and suggest incorporating the offices of the Antigo/Langlade County Chamber of Commerce within the museum, sharing a front desk, meeting rooms and public facilities while providing a separate office space for the chamber director.

The advantages according to the Partnership Proposal include: 1) the City has a pool of money toward construction of a new chamber visitor center. A stipulation would be taking that money and using it for museum improvements, greatly boosting the ability to move ahead with projects. 2) the Chamber and Museum could both operate on increased hours due to the availability of

increased staffing. 3) the Chamber could contribute, through its room tax and other funds, toward Museum upkeep and operation, easing the cash flow crunch. 4) both organizations would benefit from increased exposure at a centralized location.

The disadvantages include 1) the Historical Society would need to give up a portion of its space for Chamber operations. 2) the AVA Gallery might need to move to another location, due to first-floor space constraints.

Lisa Haefs, Langlade County Historical Society, addressed the Commission reiterating the partnership proposal. She advised that the proposal is very rough as she did not want to spend a great deal of time on it if it is not a viable option.

Mayor Brandt noted that this is a good option noting the ability for people to get out and explore what the museum has to offer such as the train and not just run in and grab brochures. He noted increased staffing hours, such as Saturday noting that numerous visitor centers staff on weekends. He further commented that area businesses wish to have a visitor center downtown.

Members of the Chamber of Commerce Board advised that they now have a plan for a new welcome center. They hope to break ground next year. They are curious as to what requirements the City will have with regard to a welcome center.

Mayor Brandt has instructed members of the Chamber of Commerce Board and the Langlade County Historical Society to meet between now and the Hotel Motel Commission meeting in January. He asked members to keep an open mind when meeting.

Ms. Haefs requested the meeting take place at the Historical Society so that the Chamber of Commerce can see the building. They are currently working with an architect and now would be the time to finesse plans.

Mayor Brandt commented that he could be part of the conversations as well as any of the commission members that may be interested.

Angie Close noted that she would like to be part of the conversations as well.

RESULT:	NO ACTION
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3. Antigo/Langlade County Chamber of Commerce Funding Request for 2018

The Antigo/Langlade County Chamber of Commerce provided an Application to Solicit Funds in the amount of \$37,049 for their 2018 tourism budget. The budget includes \$15,994 for Tourism Print/Online Advertising; \$445 for Tourism Map/Kiosk; \$1,100 for Tourism Communication; \$2,500 for Tourism Website and hosting services; \$4,660 for Tourism Visitor Guide Distribution; \$2,000 for Tourism Visitor Guide Mailings; \$1,500 for Tourism Events; \$2,350 for Tourism Tradeshows/Conferences; and \$6,500 for the Welcome Center Tourism Staff.

Mayor Brandt thanked Ms. Grabowsky for the breakout of her expenses. He noted that this is a slight increase from last year.

Motion to approve the Antigo/Langlade County Chamber of Commerce Funding Request for 2018 in the amount of \$37,049.00.

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

4. Consideration to Cancel December 2017 Meeting

Mayor Brandt noted that the December date for the meeting would be the 27th. It is his recommendation to cancel the December meeting.

Motion to cancel December meeting as recommended.

MEETING CANCELLED

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

5. Financial Statement (Information Only)

Kaye Matucheski, Clerk-Treasurer, provided a financial re-cap of the Hotel Motel funds as well as a list of donations.

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

NONE

Adjournment

1. Motion to: Adjourn at 9:08 am

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

Bill Brandt, Chairperson

Date