

CITY OF ANTIGO
HOTEL MOTEL COMMISSION
MINUTES OF MEETING HELD
NOVEMBER 30, 2016

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	Alderperson, Ward 4	Absent	
Bill Brandt	Mayor	Present	
Sam Hardin	Member	Present	
Deena Grabowsky	Member	Present	
David West	Member	Present	
Tom Quinlan	Member	Late	8:33 AM
Rick LeBrun	Member	Present	

Others in attendance: Angie Close, Economic Development Corporation; Shaughn Novy, Triple Crown Festival; and Jaime Horswill, Utility/Clerical Assistant.

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

1. Triple Crown Festival Funding Request

The Triple Crown Festival is requesting \$21,600 from the Hotel/Motel Room Tax Commission for their festival to be held August 11, 12 and 13, 2017. This is a multi-day event developed to promote tourism and equine recreation.

The event description is as follows: Friday night the event will kick off with a Grillmasters Challenge Televised Barbeque event. Top regional Grillmasters will battle for top honors and to be named Northwood's Grill Master 2017. Saturday's feature event is a tour stop for professional bull riders and barrel racers from throughout the Midwest at the Bulls and Barrels event. Sunday features a day of fast horses with the Northwood's Barrel Racing Slot Race. Top competitors throughout the Midwest will compete in this shootout event. Following the barrel racing will be a throwback to the wild west with mounted shooting. Competitors race through various patterns of barrels and poles within an area while firing 45 caliber pistols loaded with back powder blanks at balloon targets.

Mayor Brandt indicated that Ms. Novy is anticipating approximately 200 overnight stays.

Upon inquiry by Mayor Brandt, Ms. Novy noted that the event website and social media is targeted to a specific group of people.

Rick LeBrun advised that Facebook and Twitter are free social media tools. Ms. Novy noted that you have to pay per lead and this can be effective. Mr. LeBrun noted that this method can be slow to obtain followers. Mr. LeBrun noted that when Corporate Culver's does promotions, Twitter is free and if you want to quantify Facebook and get reports back, there is a charge. If you do not need to quantify and get reports from Facebook, the page is free. Ms. Novy reported that free does not work for them.

Upon inquiry by Mayor Brandt, Dave West indicated that he builds his own website, so the only cost is his time. He agrees that \$4,500 is high.

Tom Quinlan indicated that his company spends approximately \$1,000 per year for a company to build a website and host the same.

Angie Close, Economic Development Corporation, advised that this event would be promoted on other websites that have the followers to this specific market.

Upon inquiry by Mayor Brandt, Ms. Novy explained that the tourism guides would be created and distributed at specific events. They would also be on-site at the Midwest Horse Fair in Madison.

Deena Grabowsky noted that they could put an insert in the already created Langlade County/Antigo Recreation Guide. They could put this event in the visitor guide. Ms. Novy noted that this is not what the Chamber of Commerce is doing, this is for a specific market. Ms. Novy will look into what Ms. Grabowsky has suggested as it will save money, but they have a plan for a specific publication for a specific market to enhance desire to come to the area. They are competing with many other events.

Upon inquiry by Mr. LeBrun, Ms. Novy is anticipating approximately 2,000 visitor guides and mailings.

Upon inquiry by Mayor Brandt, Ms. Novy noted that the direct mailings/event requests consists of engraved invitations to specific families that were influential in the history of this event. This event will provide an educational booth with Antigo/Langlade County history of equine.

Upon inquiry by Mayor Brandt, Ms. Novy advised that the billboard will be placed on Highway 45 between Oshkosh and New London.

Ms. Novy advised that the areas for TV advertising include Eau Claire, Madison and the Fox Valley area. Some places have tentatively agreed to have them on their show.

Upon inquiry by Mayor Brandt, Ms. Novy noted that approximately half to three-quarters of the radio advertising will be outside the Antigo area.

Upon inquiry by Mayor Brandt, Ms. Novy noted that the PR Event Media Kits are part of the program is to distribute tickets statewide. The cost of the tickets are included in the \$12,000 budget line item. They have to pay the rodeo to come and it is very costly. The tickets will cost approximately half of the budgeted item.

Mr. West noted that there will not be 200 rooms rented in August as typically the area hotels are 50-60% booked as August is the busiest month.

Mayor Brandt noted that this is a first time event and sometimes this group steps a little further with hopes of continued success which goes to help the community.

Ms. Close noted that she is involved as this event could definitely be an economic impact on the community. They are meeting with the Wisconsin Department of Tourism. They have met with the Chamber of Commerce already. Equine events are huge and a lot of money is spent at these events. This could be huge for our area.

Mr. Quinlan noted concerns with the amount in the budget advising that they would need approximately 7,000 participants to make a profit. This seems like a lot of people for a first time event.

Ms. Novy commented that she has done the break even numbers and what is available, but wants to make the best impression so that this can become an annual growing event.

The committee went through the funding request budget and approved the following:

Event Website, Social Media & Internet Marketing	\$ 1,000
Event/Recreation Tourism Visitor Guides Distribution & Mailings	\$ 2,500
Direct Mail/Event Requests	\$ 3,000
Tourism Event Billboard	\$ 4,600
Event TV Advertising	\$ 3,000

Event Radio Advertising

\$ 2,000

\$16,100

Mayor Brandt requested that after the event is completed, the commission would like a report back. He further requested that the commission be mentioned in the guides as sponsoring advertising funding.

Motion to approve the funding request for Triple Crown Festival in the amount of \$16,100.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Bill Brandt, Mayor
SECONDER:	Rick LeBrun, Member
AYES:	Brandt, Hardin, Grabowsky, West, Quinlan, LeBrun
ABSENT:	Tom Bauknecht

2. Antigo/Langlade County Chamber of Commerce Request

Mr. LeBrun noted that he looked at last year's request and it is similar.

Mayor Brandt requested that Customer Appreciation and Oktoberfest be moved back downtown once the pavilion is completed.

Ms. Grabowsky indicated that Oktoberfest could be difficult because of the weather. She will check it out once the pavilion is completed.

Mayor Brandt indicated that both events originated downtown.

Ms. Grabowsky indicated that for Customer Appreciation, the Fairgrounds is a great location because of its size. There are approximately 1,000 people that attend this event. The pavilion is not large enough to hold 1,000 people, vendors and the band. The event, when held downtown, was a different event. They currently have enough seating for 1,000 people and she does not have to pay for tables, chairs and tents. She is not sure if the pavilion will have enough restrooms as well. The event is not a fundraiser, it is an appreciation event.

Mayor Brandt wishes the event could be moved back downtown. Ms. Grabowsky indicated that she is not against it being downtown, just does not know how it would work.

Upon inquiry by Mayor Brandt, Ms. Grabowsky indicated that the requested amount is not the Chamber's total budget. She would estimate the total budget to be approximately \$125,000.

Motion to approve the funding request from the Antigo/Langlade County Chamber of Commerce in the amount of \$35,881 as requested.

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Rick LeBrun, Member
SECONDER:	Sam Hardin, Member
AYES:	Brandt, Hardin, Grabowsky, West, Quinlan, LeBrun
ABSENT:	Tom Bauknecht

3. Hotel Motel Statement

Mayor Brandt noted that under investments where it shows a loss, that is the amount transferred into the Welcome Center. There will probably be another \$5,000 deposited yet this year.

Upon inquiry by Mayor Brandt, Ms. Grabowsky indicated that they are waiting for all funding before starting on the Welcome Center.

Upon inquiry by Mayor Brandt, Ms. Grabowsky thought that the previous estimate from a few years ago was approximately \$300,000.

Mayor Brandt suggested speaking to the board about a loan as they are guaranteed \$20,000 a year in payments toward the Welcome Center from the City. Ms. Grabowsky indicated that this has been discussed but no decision was made.

Mayor Brandt indicated that this board would like to look at the proposed plans.

Ms. Grabowsky indicated that the location would remain the same as the current building. The current building is approximately 60x13. The new building will be 48x30(something). She can bring in the floor plan. The new facility will have a meeting room and a 24 hour foyer for literature.

Sam Hardin suggested meeting with the board president to discuss plans and loan options.

INFORMATION ONLY

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

Adjournment

1. **Motion to:** Adjourn at 9:13 am

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

Bill Brandt, Chairperson

Date