



CITY OF ANTIGO

HOTEL MOTEL COMMISSION MEETING

COUNCIL CHAMBERS

Wednesday, January 22, 2025

CITY HALL, 700 EDISON STREET

8:30 AM

Call to Order

Minutes Approval

1. Minutes from the July 31, 2024 Meeting

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

1. Chairperson Position Currently Vacant - Temporary Chairperson Until Reappointments in May
2. Antigo/Langlade County Chamber of Commerce & Visitors Center Presentation on 2024 Tourism Efforts
3. Langlade County Economic Development Corporation Presentation on 2024 Tourism Efforts
4. Financial Statement as of December 31, 2024
5. Funding Tourism for 2025

Any Other Matters Authorized by Law to be Considered

Adjournment

Upon reasonable notice, efforts will be made to accommodate disabled individuals through appropriate aids and services. For additional information, contact clerk treasure's office, 700 Edison Street, Antigo, Wisconsin 54409. (715) 623-3633 extension 100. Members of and possibly a quorum of members of other governmental bodies may be in attendance to gather information. Any governmental body other than that specifically referred to above will take no action.

DATE MAILED: January 15,2025

THOMAS BAUKNECHT

CITY OF ANTIGO
HOTEL MOTEL COMMISSION
MINUTES OF MEETING HELD
JULY 31, 2024

Hotel Motel Commission of the City of Antigo met in Regular Meeting on the above date at 8:30 AM in the Council Chambers, City Hall, Kaye Matucheski presiding.

Attendee Name	Title	Status	Arrived
Bill Brandt	Council President/Secretary	Present	
Brady Koss	Member/Chairperson	Present	
David West	Member	Absent	
Tom Quinlan	Member/Vice Chairperson	Present	
Vacant			

Others in attendance were: Karin Derauf, City Administrator; Kaye Matucheski, Clerk-Treasurer/Finance Director; Shannon Smith, Administrative Clerical Assistant; Deena Grabowsky, Antigo/Langlade County Chamber of Commerce; Angie Close, Langlade County Economic Development Corporation; Keri Beck, Langlade County Economic Development Corporation; and Zach Zager, Antigo Lions Club.

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

1. Election of a Chairperson (was former member Thomas Bauknecht)

Brady Koss nominated Tom Quinlan for chairperson. Mr. Quinlan respectfully declined the nomination for chairperson. Mr. Quinlan nominated Mr. Koss for Chairperson; Mr. Koss accepted the nomination.

Motion to Close Nominations and Cast a Unanimous Ballot for Brady Koss as Chairperson

RESULT:	CARRIED [2 TO 0]
MOVER:	Bill Brandt, Council President
SECONDER:	Tom Quinlan, Member/Vice Chairperson
AYES:	Bill Brandt, Tom Quinlan
ABSTAIN:	Brady Koss
ABSENT:	David West

2. Election of Vice Chairperson (was Tom Quinlan)

Aldersperson Brandt nominated Tom Quinlan for vice chairperson. Mr. Quinlan accepted the nomination.

Motion to Close Nominations and Cast a Unanimous Ballot for Tom Quinlan as Vice Chairperson.

RESULT:	CARRIED [2 TO 0]
MOVER:	Bill Brandt, Council President
SECONDER:	Brady Koss, Chairperson
AYES:	Bill Brandt, Brady Koss
ABSTAIN:	Tom Quinlan
ABSENT:	David West

3. Election of a Secretary (was Brady Koss)

Mr. Quinlan nominated Aldersperson Brandt for secretary. Aldersperson Brandt accepted nomination for secretary.

Motion to Close Nominations and Cast a Unanimous Ballot for Bill Brandt as Secretary

RESULT:	CARRIED [2 TO 0]
MOVER:	Tom Quinlan, Member/Vice Chairperson
SECONDER:	Brady Koss, Chairperson
AYES:	Brady Koss, Tom Quinlan
ABSTAIN:	Bill Brandt
ABSENT:	David West

4. Minutes from the December 19, 2023 Meeting

RESULT:	CARRIED [2 TO 0]
MOVER:	Tom Quinlan, Member/Vice Chairperson
SECONDER:	Brady Koss, Chairperson
AYES:	Brady Koss, Tom Quinlan
ABSTAIN:	Bill Brandt
ABSENT:	David West

5. Financial Recap as of July 15, 2024

Ms. Matucheski stated the motel taxes collected for 2024 are \$76,692.76. There will be payments coming in for the third quarter. Ms. Matucheski stated there is only one hotel that is one quarter behind on their payments; however, they are working with the city on getting current with payments. She stated that seventy percent of the total revenue is distributed at year end. The other thirty percent is transferred to the General Fund and City Public Improvement Fund. Ms. Matucheski stated contributions to date are \$118,592.41 broken down by the 75/25 funding and Visitors Guide rack system that had been previously approved. The rack system has been ordered; however, it is on back order.

Ms. Matucheski stated the ending balance was \$104,821.33 cash, \$34,926.93 reserves, for a total of \$139,748.26. Alderperson Brandt questioned if there were funds put into reserves. Ms. Matucheski stated the only funds going into reserves currently is if there are any penalties or interest since the committee had discontinued the \$5,000 a quarter distribution. Alderperson Brandt questioned that once the reserve funds are gone the committee will no longer be able to approve funds for things like the Antigo Lions Club Race Advertising. Ms. Matucheski stated that was correct, the funding would have to come from Antigo/Langlade County Chamber of Commerce and Langlade County Economic Development Corporation. Alderperson Brandt questioned the \$5,000 that had gone into reserves was now split between Antigo/Langlade County Chamber of Commerce or Langlade County Economic Development Corporation. Ms. Matucheski confirmed that it was.

6. Funding Request from Antigo Lions Club for Advertising for Off Road Races

Zach Zager, Antigo Lions Club, stated this was the fourth year of the races. He stated the groups that volunteer at the races get donations from the Antigo Lions Club. Mr. Zager noted that the funds for the scholarships the Antigo Lions Club gives out are partially funded by the races. He also noted the economic impact the races make such as, increased money spent at hotels, motels, restaurants, bars and groceries stores.

Mr. Zager stated the Antigo Lions Club signed a 3-year contract with the racing series and are currently working on signing a 3-year contract with Langlade County for the races as well.

Angie Close, Langlade County Economic Development Corporation, stated based on attendance there were 7,300 spectators and about 100 racers. There is a total estimated economic impact of \$600,000-\$800,000. Ms. Close stated that the number does not include the Air BnB's that now pay room tax. Ms. Close questioned Ms. Matucheski if she knew how long Air BnB's have been paying room taxes. Ms. Matucheski stated it has been two years. She noted that the state requires the Air BnB's to pay taxes, the state provides a report for the taxes

Attachment: Hotel Motel 7-31-24 (7327 : Minutes)

paid but they are not required to let the city or county know who the owners are. Ms. Matucheski stated the tax money is paid by the Company the Air BnB owner works through, like Expedia or Homes.com for example.

Mr. Koss thanked Mr. Zager for bringing the races to the community. Mr. Zager thanked Ms. Close for her help with the races as well.

Karin Derauf, City Administrator, questioned if they have a total for advertising currently. Ms. Close stated they are waiting for invoices from two radio stations but currently they are at about \$7,500 for advertising expenses. Ms. Close stated that they wait until the invoice is paid then seek reimbursement for that invoice.

Motion to Approve \$9,000 Funding Request from Antigo Lions Club for Advertising for Off Road Races

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Bill Brandt, Council President
SECONDER:	Tom Quinlan, Member/Vice Chairperson
AYES:	Bill Brandt, Brady Koss, Tom Quinlan
ABSENT:	David West

Any Other Matters Authorized by Law to be Considered

Adjournment



Brady Koss, Chairperson

8-27-2024
Date

Attachment: Hotel Motel 7-31-24 (7327 : Minutes)

HOTEL/MOTEL TAX				
FINANCIAL RECAP				
DECEMBER 31, 2024				
Beginning Balance January 1				
Cash (less accts payable)	\$77,204.42			
Investment	\$76,272.19			
Reserve for Projects	\$48,163.48			
Accounts Payable	\$0.00			
Total Beginning Balance		\$201,640.09		
Revenue				
Motel Taxes	\$158,369.75			
Interest	\$5,928.07			
Penalties & Late Payment Interest	\$500.00			
Grant Income	\$0.00			
Donations	\$0.00			
Miscellaneous Revenue	\$0.00			
Admission Fees	\$0.00			
Total Revenue		\$164,797.82		
Expenditures				
Transfer to General Fund (10% of tax)	(\$15,836.97)			
Transfer to Economic Dev (20% of tax)	(\$31,673.95)			
Contributions to Date	(\$126,702.66)			
Encumbered for Contributions	\$0.00			
Miscellaneous Expenses	\$0.00			
Total Expenditures		(\$174,213.58)		
Balance December 31, 2024				
Cash (incl. accts pay)	\$61,860.59			
Investment	\$95,436.81			
Reserve for Projects**	\$34,926.93			
Ending Cash/Investment Balance		\$157,297.40		
Plus Reserves		\$34,926.93		
Total Balance		\$192,224.33		
**Encumbered Funds for Reserve include				
No encumbered funds				
Worksheet Balance (Cross Check)				
		\$192,224.33		
1/14/25:kmm				

Attachment: Hotel-Motel 12-31-24 Financial Statement (7326 : Financial Statement)