

CITY OF ANTIGO
HOTEL MOTEL COMMISSION
MINUTES OF MEETING HELD
JANUARY 25, 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	Aldersperson, Ward 4	Absent	
Bill Brandt	Mayor	Present	
Sam Hardin	Member	Absent	
Deena Grabowsky	Member	Present	
David West	Member	Absent	
Tom Quinlan	Member	Present	
Rick LeBrun	Member	Present	

Others in attendance: Sarah Repp, Park, Recreation and Cemetery Director; Angie Close and Keri Beck, Langlade County Economic Development Corporation; Jim Pike, Communications and Technology Supervisor; and Jaime Horswill, Clerical/Utility Clerk.

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

1. City of Antigo, Emergency Management, Antigo/Langlade County Chamber of Commerce, and Langlade County Economic Development Corporation Funding Request for Professional Website Development

The City of Antigo, Emergency Management, Antigo/Langlade County Chamber of Commerce, and Langlade County Economic Development Corporation provided an Application to Solicit Funds for the professional development of a community resource website. The cost includes a one-time fee of \$943 for development and design, \$110 monthly maintenance, hosting, marketing, security, etc. and an annual fee of \$80 for the Secure Sockets Layer (SSL) certificate for a total project cost of \$2,343.

The application noted that the group will not generate a profit however, cohesive marketing of our community and resources may potentially generate revenues for local businesses.

Mayor Brandt acknowledged that the group is hoping to have overnight stays however, there are no guarantees.

Sarah Repp, Park, Recreation and Cemetery Director, showed the Commission the current website as well as other local websites the professional developer has created.

Ms. Repp noted that the current website has grown with input and helped with the launch of Everbridge, which has been used for alerts with Music in the Park, trail conditions and will be expanded with summer park updates. This is a great resource for visitors and others coming into the community.

Angie Close, Langlade County Economic Development Corporation, advised that there were 221 referrals to the Langlade County website from alcinfo. 138 people were looking for recreation and tourism, 27 people were looking at relocating to Langlade County. 69 people were from the Wausau area, 24 people were from the Antigo area, and 7 people were from the Chicago area as well as others from DeKalb, Ashwaubenon, Sycamore and High Point. These referrals were only to Langlade County Economic Development Corporations. There are referrals to other websites that are not included in this synopsis.

Ms. Repp further advised that other groups and organizations have been putting this website on

their website once they find out about it. It is reaching more and more people. As people use their phones more and more, they want the website to be mobile friendly as well.

Ms. Repp indicated that the web designer is local, which will be nice. The original website was through a free hosting site, which really got things started, but the next step is working with a professional.

Motion to approve the request for the professional development of a community resource website for a total of \$2,343 as presented.

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

2. City of Antigo, Emergency Management, Antigo/Langlade County Chamber of Commerce, and Langlade County Economic Development Corporation Funding Request for 2017 Advertising

The City of Antigo, Emergency Management, Antigo/Langlade County Chamber of Commerce and Langlade County Economic Development Corporation provided an Application to Solicit Funds for 2017 advertising for print media and promotional materials for alcinfo.com and Everbridge.

The group's application noted they will not generate a profit and would utilize the funds for print media including Antigo Daily Journal, Antigo Times, Visitor Guides, Langlade County Resource Guide, etc. Additional advertising would include radio. Promotional materials such as pens and magnets would be distributed at various events and trade shows. The project will be marketed in local media as well as publications that reach beyond the county. Trade shows throughout the state will be attended and promotional materials distributed. Cohesive marketing of our community and its resources is paramount for providing tourists and visitors relevant information. Resource promotion to our local community assists with increasing awareness of resource tools and information to share with visitors and tourists.

Ms. Close noted that in addition to local advertising, the group utilizes guides that are being distributed outside of the Antigo radius. They also print brochures which are distributed at trade shows. To date, 883 brochures have been printed and distributed.

Ms. Close advised that visitors do not need to sign up for Everbridge, they can text a number to receive updates to trails, etc. This is how Everbridge is promoted outside of the community.

Quinlan moved, Brandt seconded, to approve the request for \$1,200 for 2017 advertising as requested.

Rick LeBrun noted that the advertising funds are intended for use outside the Antigo area.

Upon inquiry by Mr. LeBrun, Ms. Close noted that approximately 10% of this advertising is done within the Antigo Daily Journal and Antigo Times.

Ms. Repp noted that the Antigo Daily Journal and Antigo Times does have subscribers out of the Antigo area.

Mayor Brandt noted that advertising in these two papers usually does not qualify.

LeBrun moved to amend the motion to approve \$1,080.

Motion to approve the request for the 2017 advertising budget for print media and promotion materials for alcinfo.com and Everbridge for a total of \$1,080 as amended.

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

Any Other Matters Authorized by Law to be Considered

NONE

Adjournment

1. **Motion to:** Adjourn at 8:46 am

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

Bill Brandt, Chairperson

Date

**CITY OF ANTIGO
HOTEL/MOTEL ROOM TAX COMMISSION
APPLICATION TO SOLICIT FUNDS**

City of Antigo, Emergency Management,
 Name of Application Organization: Antigo/Langlade County Chamber of Commerce, Langlade County
 Project Title: Professional Development of community resource website: alcinfo.com through search 360 media.com Economic Development
 Total Cost of Project: \$948.00 - Development & Design fee (one-time)
\$2,343.00 \$110.00/month - Maintenance, hosting, marketing, security... etc.
\$80.00 annual - SSL Certificate
 Amount requested from Room Tax Commission: \$ 2,343.00

Matching Funds: \$ _____

Estimated project start date: End of January Estimated completion date: Beginning of March

(Check all that apply)

Business Organization: Corporation ☒ Partnership ☒ Non-Profit ☒ Tax Exempt ☒

Person in Charge of Project: Angie Close, Keri Beck, Jim Pike, Brad Henricks, Deena Grabowski,

Address: 700 EDISON ST ^{Sarah Repp} E-mail Address: _____

City: ANTIGO State: WI Zip Code: 54409

Home Phone: _____ Business Phone: 715.623.3633

1. Is this a first time event? Yes _____ No ☒ If yes, skip to #4

2. Was the event successful in the past? Yes ☒ No _____ If no, go to #2

3. By what measurement was the ^{website} event successful?

National Exposure _____

Regional ☒

Tourism ☒

Local Attendance ☒

Estimated Local Attendees _____

Total Event Attendance _____

} unsure at this time, but Search 360 will be able to run analytics to track usage, users, and platforms of use.

4. Are the beneficiaries:

Youth ☒

Adults ☒

Seniors ☒

5. Does the event have an admission charge?

If yes, how much? \$ N/A

6. Is there a discount or waiver for youth?

If yes, how much? \$ N/A

7. Did the event create a profit?

If yes, how much? \$ N/A

8. How much time will a visitor spend at your attraction? 15 seconds — 5 minutes
9. Project number of overnight stays visitor attraction will generate in Antigo: unknown
10. Will the profit be re-invested in the community? No profit generated
 If yes, where and when? however, cohesive marketing of our community and resources may potentially generate revenues for local businesses.
 If no, do you expect positive net earnings in the future? See above
11. Are any directors, volunteers, or board members provided compensation or reimbursement from a City donation or event proceeds? NO
12. Will the City be expected to provide future support?
 If yes,
- | | |
|----------|-------------------------------------|
| Cash | <u>Yes annual marketing request</u> |
| Police | _____ |
| Fire/EMS | _____ |
| Utility | _____ |

Detailed description of the project: (if necessary complete on separate sheet)

* See attached

Describe where the project will be marketed and how the project would be marketed to the visiting public:

* See attached

Required Enclosures (Check below if include):

- ☒ Completed Application
- ☒ Project Budget
- ☐ For Non-profit organizations--attach a copy of minutes approving the project and proof of non-profit status

Signature

David S. Allen
Park, Recreation & Cemetery

Title

Director

1/17/17

Date

For Office Use Only

Date of Event: _____

Amount of Grant Approved: \$ _____

Date Check Disbursed: _____

Date Copies of Documentation Rec'd _____
 (To be received within 30 days of event)

Professional Website Development Proposal of alcinfo.com by Search360

- 1) Domain Name (currently have this already – www.alcinfo.com)
- 2) I would suggest a SSL Certificate (about 40-80 dollars a year) - not absolutely necessary bow, but maybe in the future as the project grows.

Services Include many elements, including, but not limited to: Maintenance, Marketing, Hosting, Mobile Optimization, Ongoing Consulting, Security, and of course the design/development and content management, etc (see more explanations on my website).

Rates are a one-time set Design/Development Fee, and then a monthly fee for hosting, maintenance, marketing, SEO, etc.

The Cost To Recreate the current website and Everything I do would be:

\$943.00 One Time (development & design fee) {25 pages}

\$110.00 / month (maintenance, hosting, marketing, changes, consulting, security, etc.)

\$40.00-\$80.00/year (SSL Certificate)

At The end of the year, it would be month to month for life (negotiable as needs change). If you decide to cancel my services after one year, you own the website (all files provided to you upon request).

I also offer pay in advance/full discounts, and would have room to change this quote depending on the needs of your project.

Here are some of my standard services

- 1) **Unlimited Changes** to your site (You can email me changes and I will make them in 24 hours or less, or I can assign admins you choose that can login to make changes to the content)
- 2) **Ongoing Consulting** as needed (Help plan and execute traffic strategies, content ideas, etc.)
- 3) **On Page SEO** (back end technical Search Engine Optimization to your site [title, meta, & alt tag optimizations], Site Maps & Search Engine submission, etc.)
- 4) **Off Page SEO** (I will claim and manage your listings on Google, Yahoo, Bing, Social Links, etc., as needed)
- 5) **Social Media Set Up & Integration** (I will set up and link social profiles if need be, or help plan social media plans to build & leverage social audiences)
- 6) **Hosting** (Web hosting Included as long as I service your site)
- 7) **Full Website Analytics**
- 8) **Mobile Optimization** (all pages optimized for all screen sizes using fluid layouts/Google's Preferred Methods)
- 9) Almost Anything Else Needed to Get The Job Done

Please let me know if you have questions, or need anything else. I look forward to potentially being a part of this project.

Thanks,

PS - *Average Completion Time* from Deposit to Completion/Publish is 25-35 days (depending on your needs & responsiveness)



Chad Cornelius | Owner ▪ [715-216-3585](tel:715-216-3585)

search360media.com

The following organizations have partnered to create a community resource website: www.alcinfo.com

- Langlade County Economic Development
- Emergency Management
- The City of Antigo
- Antigo/Langlade County Chamber of Commerce

The goal of the website is to provide the community, visitors, businesses, and new residents with community resource information that is consolidated in one location. Everyone continues to maintain their individual web presence, but www.alcinfo.com provides logical headings and links to relevant community webpages.

The website also promotes:

- **The Community Calendar:** one calendar that is utilized by various community organizations to promote events and programs. The Community Calendar can be found on a variety of community websites. Information is updated by a variety of community individuals. This is an extremely useful tool for visitors and tourists.
- **Everbridge:** Antigo / Langlade County Emergency Alert & Information System (right now if you text: RECREATION to 888777 you will receive updates about ski trail conditions, rink conditions, park openings and closings...ect. If you text: COMMUNITY to 888777 you will receive Music in the Park updates (during Music in the Park Season) and also general community information for upcoming weekly events and programs.

The web presence and community calendar are great tools that require the user to proactively search and utilize the resource. Everbridge and Facebook allow us to actively reach registered users with current updates and relevant information through e-mail, text, and phone calls.

CITY OF ANTIGO
HOTEL/MOTEL ROOM TAX COMMISSION
APPLICATION TO SOLICIT FUNDS

Name of Application Organization: City of Antigo, Emergency Management, Antigo / Langlade County Chamber of Commerce, Langlade County Economic Development Corp.

Project Title: 2017 Advertising Budget for print media and promotional materials for alcinfo.com and Everbridge

Total Cost of Project: \$ 1,200.00

Amount requested from Room Tax Commission: \$ 1,200.00

Matching Funds: \$

Estimated project start date: January 2017 Estimated completion date: December 31, 2017

(Check all that apply)

Business Organization: Corporation ☒ Partnership ☒ Non-Profit ☒ Tax Exempt ☒

Person in Charge of Project: Deena Grabowski, Sarah Repp, Angie Close, Keri Beck, Brad Henricks, Jim Pike

Address: 700 EDISON ST E-mail Address:

City: ANTIGO, WI 54409 State: WI Zip Code: 54409

Home Phone: Business Phone: 715.623.3633

1. Is this a first time ^{program} event? Yes No ☒ If yes, skip to #4
If no, go to #2
2. Was the ^{program} event successful in the past? Yes ☒ No
3. By what measurement was the ^{program} event successful?

National Exposure	<u> </u>
Regional	<u>x</u>
Tourism	<u>x</u>
Local Attendance	<u>x</u>
Estimated Local Attendees	<u>local</u>
Total Event Attendance	<u>community through print media, radio, internet marketing</u>
4. Are the beneficiaries:

Youth	<u>x</u>
Adults	<u>x</u>
Seniors	<u>x</u>

→ Unsure, however tourists and non-residents are reached through trade show attendance and print marketing in visitor guides as well as internet searches.
5. Does the event have an admission charge? No
If yes, how much? \$
6. Is there a discount or waiver for youth? No
If yes, how much? \$
7. Did the event create a profit? No
If yes, how much? \$

8. How much time will a visitor spend ^{per advertisement} at your attraction? 15 seconds — 1 minute
9. Project number of overnight stays visitor attraction will generate in Antigo: unknown
10. Will the profit be re-invested in the community? No profit generated.
 If yes, where and when? However, cohesive marketing of our community and resources may potentially generate revenues for local businesses.
 If no, do you expect positive net earnings in the future?
See above.
11. Are any directors, volunteers, or board members provided compensation or reimbursement from a City donation or event proceeds? No
12. Will the City be expected to provide future support?
 If yes,
- | | |
|----------|--------------------------------------|
| Cash | <u>Yes, annual marketing request</u> |
| Police | _____ |
| Fire/EMS | _____ |
| Utility | _____ |

Detailed description of the project: (if necessary complete on separate sheet) Marketing at info.com and Garbridge to tourists and visitors.
Funding would be used for print media including: Antigo Daily Journal, Antigo Times, Visitor Guide, Langlade County Resource Guide... etc. Additional advertising would include radio. Promotional materials such as pens and magnets would be distributed at various events and trade shows.

Describe where the project will be marketed and how the project would be marketed to the visiting public:
The project will be marketed in local media as well as publications that reach beyond our county. Trade shows throughout the state will be attended and promotional material distributed. Cohesive marketing of our community and its resources is paramount for providing tourists and visitors relevant information. Resource promotion to our local community assists with increasing awareness of resource tools and information to share with visitors and tourists.

Required Enclosures (Check below if include):

- ☒ Completed Application
- ☒ Project Budget
- ☐ For Non-profit organizations--attach a copy of minutes approving the project and proof of non-profit status

David S. [Signature]
 Signature
Park, Recreation & Cemetery Director
 Title
1/17/17
 Date

For Office Use Only

Date of Event: _____
 Amount of Grant Approved: \$ _____
 Date Check Disbursed: _____
 Date Copies of Documentation Rec'd _____
 (To be received within 30 days of event)