



# CITY OF ANTIGO

## HOTEL MOTEL COMMISSION MEETING

**MULTI-PURPOSE ROOM**

**Wednesday, February 22, 2023**

**CITY HALL, 700 EDISON STREET**

**8:30 AM**

### **Call to Order**

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

1. Minutes from the October 26, 2022 Meeting
2. Request from the Antigo Lions Club for Funds for the 2023 Race in the Amount of \$8,600
3. Discussion for Direction of Tourism in 2023

### **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 Cheryl Barta, 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: February 16,2023

TOM BAUKNECHT

**CITY OF ANTIGO  
HOTEL MOTEL COMMISSION  
MINUTES OF MEETING HELD  
OCTOBER 26, 2022**

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, Ward 4 Tom Bauknecht presiding.

<b>Attendee Name</b>	<b>Title</b>	<b>Status</b>	<b>Arrived</b>
Tom Bauknecht	Ward 4	Present	
Brady Koss	Member	Present	
David West	Member	Absent	
Tom Quinlan	Member	Present	
Gordon Neve	Member	Present	

Others in attendance: Deena Grabowsky, Antigo/Langlade County Chamber of Commerce and Visitor Center; Angie Close and Keri Beck, Langlade County Economic Development Corporation; Kaye Matucheski, Clerk-Treasurer/Finance Director; Drew Lundt, board member of Antigo/Langlade County Chamber of Commerce; and Cheryl Barta, Administrative Assistant.

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

1. Approval of the Minutes from the August 17, 2022 Meeting

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Brady Koss, Member
<b>SECONDER:</b>	Tom Quinlan, Member
<b>AYES:</b>	Tom Bauknecht, Brady Koss, Tom Quinlan, Gordon Neve
<b>ABSENT:</b>	David West

2. Update on the Layout of the 2023 Visitor's Guide

Deena Grabowsky provided a printed word document for the layout of items and page numbers for the 2023 Visitor Guide. Ms. Grabowsky explained ads would be towards the back of the guide but that some advertising will be throughout the page as Pickerel and Pearson put ads in their specific section. She explained the primary ads will be towards the end. She further explained there will be a welcome, the table of contents, where the City/County are located, our community profile and then it will go into the calendar of events pages. It will go to the trails, lakes, things to do, lodging, dining, then up through the Pickerel/Pearson area.

Upon Alderson Bauknecht's inquiry of something concrete to be seen prior to printing, Ms. Grabowsky explained there may or may not be as it depends on the time frame from the time the layout is completed and printed. She reported if there is time before it is printed she will try to get it out for everyone to see.

Ms. Grabowsky explained the differences from the old guide to the new.

Upon Alderperson Bauknecht's inquiry about a list of who was to be in the guide, Ms. Grabowsky explained she had provided a list of lodging but she did not bring it with her. Ms. Beck added that the list changes daily and it already changed over night.

Upon Mr. Bauknecht's inquiry about delays, Ms. Grabowsky explained the paper was ordered back in August and that she is being told that it should be in around mid-December but they cannot guarantee it.

Ms. Matucheski reported there was a similar problem when ordering ballots for the election.

Upon Alderperson Bauknecht's inquiry if Ms. Close and Ms. Beck have received everything that they need to know where they are at with the guide, Ms. Grabowsky reported she has been

sending them things as she is getting them in and they are finalizing the ads and just now working on the pages.

Ms. Close reported basically the role of Ms. Beck has been working with Ms. Grabowsky recently just on the layout, but definitely with regards to the maps and the recreation assets is where the collaboration part has been and then helping with making sure the businesses that Economic Development sold ads to that are currently in the guide and new businesses making sure they are getting the information that they can place an ad as well. She explained that has been the whole collaboration. She stated she did not know how many ads have been sold.

Ms. Grabowsky reported that Ms. Close's email campaign had generated a few ads and added there are a few more still coming in.

Information only.

## Presentations

1. Deena Grabowsky, Antigo/Langlade County Chamber of Commerce and Visitor's Center - Presentation on Accomplishments with Hotel/Motel Funds to Consider Continued Funding

Ms. Grabowsky began her presentation by reviewing what was accomplished for 2022 and what is scheduled for 2023.

Ms. Grabowsky's agenda covered information about the Antigo/Langlade Chamber of Commerce and Visitors Center with their mission to generate economic impact through tourism by promoting Langlade County as a visitor destination and increasing the number of overnight stays; Langlade County tourism economic impact, including statistics of the tourism impact of business sales, spending, employment and tax revenue; Traveler's trends and accomplishments, which includes the tourism website, social media, digital visitor guide, inquiries, destination marketing, video/photos, Visitor Center, sports shows, collaborative marketing, grants and new events.

Ms. Grabowsky summarized what is in store for 2023 with additional marketing exposure, journalistic stories from the area for travel destinations, attendance at shows for more exposure and pictures of the different seasons and the outdoor recreation that can be experienced at those times of the year.

2. Angela Close, Langlade County Economic Development Corp. - Presentation on Accomplishments with Hotel/Motel Funds to Consider Continued Funding

Ms. Close began her presentation stating that the Economic Development Corporation had taken a different approach in regards to the presentation and noted the amount of the funds they have received from the Hotel/Motel since 2018 and what they have done with those funds, along with the funds from the Langlade County Economic Development Corporation (LCEDC). Ms. Close gave all of the credit to Ms. Beck and introduced her as the Tourism Manager at the Langlade County Economic Development Corporation.

Ms. Beck took over the presentation. Ms. Beck reported throughout 2021 they started branding more, using the Welcome Center logo and the County of Trails. Ms. Beck went through the room tax dollars received since 2018.

Ms. Beck also gave an account of the total of funds spent on tourism since 2018. She also gave a breakdown of where the funds are being spent to maximize information on their Langlade County tourism website and the welcome center, as well as social media marketing.

Ms. Close concluded the presentation stating that the two entities need to go back to their mission statements to make sure they are promoting Langlade County as a whole.

Ms. Close explained an overall goal would be to come together as one, sharing one website and one visitor center. She further explained the funds need to be utilized to benefit the community in the best possible way. Promote tourism in Langlade County together so the funds go further.

Ms. Close explained the cost of running the Welcome Center is \$23,416.00 per year and the LCEDC has two full time and one part-time staff. If the LCEDC is not chosen to be a destination entity for marketing, they would no longer be able to fund the Welcome Center.

Information only.

### **Any Other Matters Authorized by Law to be Considered**

Upon Ms. Matucheski, Clerk-Treasurer/Finance Director's inquiry to Ms. Grabowsky if the Chamber has changed their mission to not promote members exclusively, Ms. Grabowsky responded yes and reported they would be all inclusive of all businesses.

Operating hours of the Visitor Center were clarified.

Mr. Koss clarified the presentations were to be on the accomplishments of where the funds from the Hotel/Motel Commission were used. He also inquired about the number of communities that have duplicate websites and visitor centers. Ms. Close responded reporting that most areas have the Chamber as a tourism entity but the combination of Economic Development and tourism have come together. Further stating the more north the Chambers are tourism focused and south more business focused.

Ms. Grabowsky elaborated on what Ms. Close reported stating that most communities have multiple tourism websites and Facebook pages. She also reported that Chambers in the north do promote tourism but because there are smaller populations they are duo purpose and do tourism and business promotion.

Ms. Close explained that because the Chamber was more member focused they had taken on the role of promoting tourism in the area.

Aldersperson Bauknecht thanked Ms. Grabowsky, Ms. Close and Ms. Beck for their presentations.

### **CLOSED SESSION**

1. Closed Session: Pursuant to Section 19.85 (1)(e), Wisconsin Statutes, and upon Proper Motion, the Commission will Convene into Closed Session to Discuss the Expiration of the Three-Year Agreement and Establish Parameters to Decide on Funding Beyond the May, 2023 Contract Date. Upon Completion of Discussion in Closed Session, the Commission will Reconvene into Open Session to Act on Matters Discussed, If Necessary, and Proceed with the Regular Order of Business

A motion for the Hotel Motel Commission to convene into closed session at 9:42 A.M. in accordance with Section 19.85(1)(e), Wisconsin Statutes, to discuss the expiration of the Three Year Agreement and establish parameters to decide on funding beyond the May, 2023 contract date.

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Tom Bauknecht, Ward 4
<b>SECONDER:</b>	Brady Koss, Member
<b>AYES:</b>	Tom Bauknecht, Brady Koss, Tom Quinlan, Gordon Neve
<b>ABSENT:</b>	David West

2. Decision on Funding for 2023 and Future

Upon completion of the Closed Session the Hotel Motel Commission reconvened into Open Session at 11:14 A.M.

Aldersperson Bauknecht asked the Commission if he could abstain as he is on the board of the Langle County Economic Development Corporation and does not want there to be a conflict of interest.

Quinlan moved, Neve seconded to accept Mr. Bauknecht's abstaining from the matter. Carried 3-0. West absent.

Motion to designate Langle County Economic Development Corporation (LCEDC) as the Tourism Entity for the City of Antigo Hotel/Motel Commission effective at the expiration date of the current joint agreement, with the stipulation of 25% of the designated annual tourism funds from the room tax to be granted by LCEDC to the Antigo/Langle County Chamber of Commerce and Visitor Center (Chamber) for the purpose of collaborative efforts for development of the Visitor's Guide and a mutual website.

Be it further resolved that effective June 1, 2024, these funds revert to 100% LCEDC designated use unless the Commission determines that the anticipated collaboration between the LCEDC and the Chamber warrants the continuation of the 75%/25% split of funding. (Subject to review by City Attorney Winter, which Attorney Winter has since stated no new agreement is needed.)

<b>RESULT:</b>	<b>CARRIED [3 TO 0]</b>
<b>MOVER:</b>	Brady Koss, Member
<b>SECONDER:</b>	Gordon Neve, Member
<b>AYES:</b>	Brady Koss, Tom Quinlan, Gordon Neve
<b>ABSTAIN:</b>	Tom Bauknecht
<b>ABSENT:</b>	David West

Adjournment

1. Motion to: adjourn at 11:17 AM

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Tom Quinlan, Member
<b>SECONDER:</b>	Brady Koss, Member
<b>AYES:</b>	Tom Bauknecht, Brady Koss, Tom Quinlan, Gordon Neve
<b>ABSENT:</b>	David West

*Thomas Bauknecht*  
Tom Bauknecht, Chairperson

12/27/22  
Date

Attachment: Hotel Motel minutes 10-26-22 (6008 : Minutes)

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

Name of application organization: **Antigo Lions Club**

Amount requested from Room Tax Commission: **\$8,600.00**

(Check all that apply)

Business Organization: Corporation \_\_\_\_\_ Partnership \_\_\_\_\_ Non-Profit X \_\_\_\_\_ Tax Exempt \_\_\_\_\_

Person in Charge of Project: **Zach Zagar**

Address: **1635 Neva Road**

E-mail Address: **zzagar@langladeford.com**

City: **Antigo**

State: **WI**

Zip Code: **54409**

Home Phone: **715-216-5507**

Business Phone: **715-627-2200**

1. Is this a first time event? Yes \_\_\_\_\_ No X \_\_\_\_\_ If yes, skip to # 4  
If no, go to # 2
2. Was the event successful in the past? Yes X \_\_\_\_\_ NO \_\_\_\_\_
3. By what measurement was the event successful?
 

National Exposure	_____
Regional	<u>X</u> _____
Tourism	<u>X</u> _____
Local Attendance	<u>X</u> _____
Estimated Local Attendees	<u>2,845</u>
Total Event Attendance	<u>6,205</u>
4. Are the beneficiaries:
 

Youth	<u>X</u> _____
Adults	<u>X</u> _____
Seniors	<u>X</u> _____
5. Does the event have an admission charge? **YES**  
If yes, how much? **\$30 one day/\$50 Weekend**
6. Is there a discount or waiver for youth? **YES**  
If yes, how much? **12 AND UNDER FREE**
7. Did the event create a profit? **YES** \_\_\_\_\_  
If yes, how much? **\$2,100**
8. How much time will a visitor spend at your attraction? **Racers will come in approximately one week prior to the event. The spectators will come to view the parade on Thursday in downtown Antigo and come through the weekend ending June 11<sup>h</sup>.**

9. Project number of overnight stays visitor attraction will generate in Antigo: **Projecting Hotels to be Full in area and surrounding areas; we are hoping to increase spectators by 2,500 this year.**

10. Will the profit be re-invested in the community? **Yes**  
**The Antigo Lions Club’s focus is to build relationships and improve the world through kindness. It is our mission to serve and give back. We will be making contribution to various clubs and organizations through this event including but not limited to the Antigo Hockey Association, Langlade County 4-H Association, The Gridiron Club, The Antigo Youth Bowling Club, and other non-profit organizations.**

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	_____
Police	___X___
Fire/EMS	___X___
Utility	_____

Detailed description of the project: (if necessary complete on separate sheet)  
**The Amsoil Championship Off-Road race brought to you by the Antigo Lions Club, is an off-road race event featuring several classes of off-road trucks and buggy racing on a dirt track. Years of success and stability have positioned AMSOIL Championship Off-Road for a run of expansion this season. Along with traditional stops in Wisconsin, Michigan and Minnesota, the premier off-road, short-course series will be heading to Oklahoma for a season-end showdown. The first six rounds of the 2023 season will look very familiar to off-road enthusiasts. The series has held its season opener in Antigo, Wis. for the past two years and will look forward to another sold-out venue on June 10-11. Antigo Off-Road National will showcase well over a dozen classes of racers, headlined by strong entry lists across all of the Pro Truck and SXS classes racing for cash and trophies on the half-mile dirt oval. There will be a parade of race drivers and vendors on Mainstreet in Downtown Antigo on Thursday, June 8th and entertainment at the fairgrounds Friday and Saturday night. A one-day pass is \$30.00 or a weekend pass is \$50 with free entry for kids 12 years and younger. Advance tickets can be purchased online or at Langlade Ford. On-site parking is \$5.00 per day. Off-road racing has an extremely passionate fan base and this series has been growing with record number of visitors each year. This racing event brings hundreds of racers from all over the United States. It is a main event for Langlade County and the businesses, clubs and organization look forward to this huge economic boost to our community each year.**

Describe how the project would be marketed to the visiting public:  
**The 2023 Marketing Campaign has changed slightly from Year 2. The target demographic remains the same as year 1 and year 2 which is Male 25-65 years of age. The Target Area utilizing remains to be Wausau, the Valley (Green Bay and Appleton) along with Northwoods and Upper Peninsula utilizing Radio, Billboards and Print. One media will change adding more money to the Social Media Campaign using a new media company that specializes in Racing podcasts/social media campaigns. Impulse Media <https://www.theimpulshub.com/> will be doing live podcasts and placement of media to hype up the event with an ultimate goal of increase ticket sales.**

WEBSITE: [www.antigoracing.com](http://www.antigoracing.com)

Project Title: **ANTIGO LIONS CLUB ROARING RACEWAY OFF-ROAD RACING**

Total Cost of Project: **\$325,000.00**    **Marketing Budget \$31,600.00**

Estimated project start date: **04/01/2023**    Estimated completion date: **06/11/2023**

Required Enclosures:

**Project budget: \$31,600.00**

The 2023 Marketing Campaign Budget is as follows:

Billboard: Two Billboards on North and South side on Hwy 45 in City of Antigo \$2,000.00 (new design)

Travel Wisconsin Digital Billboard Target Appleton/Green Bay Market: \$1,600.00

Digital: Impulse Media; Social Media Campaign and Live Podcasts \$10,000.00

Radio: Media Buy with NRG Radio, Results Broadcasting, Woodward Radio Group \$14,000.00

Print Media: Langlade County Visitor Guide that is distributed throughout Wisconsin \$1,000.00

Television: WSAW-TV Station/WAZ ESAW \$2,000.00

Design: Website/ads updates/ecommerce \$1,000.00

  
Signature

RACE Director  
Title

2/13/23  
Date

Attachment: Hotel Motel Signed Application 2023 (6010 : Request from the Antigo Lions Club for Funds for 2023 Race)