

CITY OF ANTIGO
HOTEL MOTEL COMMISSION
MINUTES OF MEETING HELD
APRIL 25, 2018

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	Present	
Tom Quinlan	Member	Present	
Leah Antoniewicz	Member	Present	
Cathy LeBrun	Member	Absent	

Others present: Molly Held, MC Festival Grounds, LLC; and Jaime Horswill, Utility/Clerical Assistant.

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

1. MC Festival Grounds LLC 2018 Funding Request for MC Country Fest

Molly Held, MC Festival Grounds, LLC, provided an Application to Solicit Funds in the amount of \$7,000 for the MC Country Fest to be held August 9-11, 2018. Ms. Held's application noted local attendance of 909 and total event attendance of 949. She did create a profit of approximately \$24,000. Ms. Held also provided an estimated 2018 budget of \$37,017.44.

Mayor Brandt indicated that last year was her first year. After checking around committee members were unable to determine if any hotel stays were generated. Ms. Held was going to report back regarding hotel stays as well and that did not happen. Hotel stays are part of the criteria for the Hotel Motel funds.

Mayor Brandt further indicated that by looking at her budget, the majority of her advertising would not qualify as it does not go past the 100 mile radius.

Ms. Held did note that her radio advertising is not local.

Dave West, noted that on the application for the Rock Fest, the total attendance was 435 with 405 people being local. This only leave 30 people from out of town. The locals do not get hotel rooms.

Mayor Brandt further indicated that camping is available and most people camp during the weekend and campers cannot be counted.

Ms. Held noted that before the Country Fest she did visit every hotel in Langlade County and dropped off passes and she only received five back at her main gate.

Mayor Brandt explained that the Commission likes to help organizations out the first year to see if they can generate hotel stays.

Ms. Held advised that she will have two other events in the near future. A Bluegrass Fest as well as a car show.

Tom Quinlan noted that if these events can generate hotel stays, the commission may be able to assist with advertising.

Mayor Brandt noted that it is hard to determine how many stays are generated. Typically the hotel staff asks questions or visitors will tell why they are in town, such as a wedding or other event.

RESULT:	NO ACTION
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2. MC Festival Grounds LLC 2018 Funding Request for MC Classic Rock Fest

Ms. Held provided an Application to Solicit Funds in the amount of \$6,000 for the MC Rock fest to be held June 8-9, 2018. Ms. Held's application noted local attendance of 405 and total event attendance of 435. She did create a profit of approximately \$12,000. Ms. Held also provided an estimated 2018 budget of \$36,133.44.

RESULT:	NO ACTION
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3. Financial Statement

Kaye Matucheski, Clerk-Treasurer/Finance Director, provided a re-cap of the Hotel Motel funds.

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

Mayor Brandt advised that on May 2nd at 5:00 pm at Northstar there will be an informal get together with the Langlade County Economic Development Corporation Board as well as the Langlade County Chamber of Commerce Board to discuss roles of the two entities.

Adjournment

1. **Motion to:** Adjourn at 8:40 am

RESULT:	CARRIED [UNANIMOUS]
MOVER:	Tom Quinlan, Member
AYES:	Bauknecht, Brandt, Grabowsky, West, Quinlan, Antoniewicz
ABSENT:	Cathy LeBrun

Bill Brandt, Chairperson

Date