

Rib Mountain Tourism Commission
November 01, 2016
Meeting Minutes

Chairman Allen Opall called the Rib Mountain Tourism Commission to order at 5:17 p.m. at the Town of Rib Mountain Municipal Center, 3700 North Mountain Road. Present were Supervisors Jim Legner, Pete Kachel, and Commissioner Nick Patel. Supervisor Fred Schaefer was present via telephone. Supervisor Gerry Klein was excused.

Also present were Administrator Gaylene Rhoden, Town Attorney Kevin Terry, and Finance Director/Clerk Jessica Trautman.

Approval minutes of the 8/16/016 Tourism Commission Meeting - Motion by Kachel/Legner to approve the minutes of the 8/16/16 Tourism Commission Meeting. Questioned and carried 5:0.

Review of Tourism Financial Account – Finance Director/Clerk Trautman went through the financial summary that was in the packet. She said that it is a little misleading because it does not reflect the amount to be paid to the Central Wisconsin Visitor’s Bureau (CVB) for third quarter yet.

Approval of Resolution 16-01 Tourism Commission Expenditures – Administrator Rhoden walked the commission through the proposed resolution and the Tourism Fund request guideline. She said this guideline follows what is required in the State Statue. **Motion by Schaefer / Legner to approve Resolution 16-01. Questioned and carried 5:0.**

Discussion and Recommendation of Central Wisconsin Visitor Bureau Proposal – Administrator Rhoden reviewed the proposed CVB contract with the Commission. There was discussion on adding an extra .5% for the Meetings Mean Business Program. Mr. Patel explained how the area lost a large event because they did not have any means of funding/sponsoring the event. Other cities will contribute to an event by offering free shuttle service or other perks. The Committee asked what other communities are doing with the request, Administrator Rhoden said she has reached out to Wausau and hasn’t heard anything yet. She also has talked to a couple other municipalities and they have not heard back from the CVB regarding their proposals. Schaefer suggested staff reach out to Mr. Barrett to get more information on his request to fund a Meeting’s Mean Business Program. He also recommended that language be added to the contract so it reads “The appropriation shall be the first 3.0% room tax levied AND COLLECTED by the Town of Rib Mountain.....” In addition, language shall be added indicating “any money expended to collect the taxes due shall be split pro-rata with the CVB. The next CVB meeting is November 16, 2016, staff should request that contracts be on the agenda for discussion at the CVB meeting.

Reports from Commission Members – Mr. Schaefer questioned the year to date revenues and if all motels are paying on time. Finance Director/Clerk Trautman said we have not received payment from Rib Mountain Inn as of today and that the amount received from the Quality Inn is about half from a year ago. She will be writing a letter to the Quality Inn questioning the decrease.

Reports from Staff – none

Future Agenda Items – Commission discussed that staff should invite Mr. Barrett to the next meeting to discuss the Meetings Mean Business program.

Adjourn – Motion by Legner/ Kachel to adjourn at 5:36 p.m. Questioned and carried 5:0.

Submitted by
Jessica Trautman
Finance Director/Clerk