

Rib Mountain Tourism Commission
December 06, 2016
Meeting Minutes

Acting Chairman Pete Kachel called the Rib Mountain Tourism Commission to order at 5:35 p.m. at the Town of Rib Mountain Municipal Center, 3700 North Mountain Road. Present were Supervisors Jim Legner, Gerry Klein, and Commissioner Nick Patel. Chairman Allen Opall and supervisor Fred Schaefer was excused.

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

Approval minutes of the 11/01/016 Tourism Commission Meeting - **Motion by Legner /Patel to approve the minutes of the 11/01/16 Tourism Commission Meeting. Questioned and carried 4:0.**

Presentation from Richard Barrett, Executive Director Wausau Central Wisconsin Visitor Bureau – Mr. Barrett discussed the success of the Sports Authority. There are over 81 events and it keeps growing. He said the Meetings Mean Business program would be organized similar to the Sports Authority. The idea for the Meetings Mean Business program has been in the works for a couple of years; but, when the State announced the change in the room tax law it slowed down implementation. Meetings Mean Business is a grant program that would be used to incentivize large conventions to come to the area. Mr. Barrett believes by offering incentives it will open the door for more opportunity. The additional ½ of 1% is requested is in addition to the Sports Authority program. Similar to the Sports Authority, there will be an advisory committee for the program. It will include people from the Hotelier industry, businesses community, government representatives and representatives from the convention centers.

Supervisor Klein said he appreciates the packet of information put together but would like to know more about how the CVB spends our current room tax money. More specifically, he would like to see a breakdown of the expenses for the different types of marketing.

Supervisor Legner questioned the current agreement and what the agreement in the future would look like. Attorney Terry said that he is currently working on it and would like approval from the Commission to work with Mr. Barrett. Commission agreed. The Commission discussed with Mr. Barrett what other municipalities are doing. Currently no one has a signed contract with the Wausau Central Wisconsin Convention and Visitor's Bureau.

Supervisor Klein requested Finance Director Trautman prepare a history of the room tax and what affect the new law has on the future for the next meeting

Discussion and Recommendation of Central Wisconsin Visitor Bureau Proposal – This item was deferred to the next meeting.

Review of Tourism Financial Account – Finance Director/Clerk Trautman went through the financial summary that was in the packet.

Reports from Commission Members – None

Reports from Staff – none

Future Agenda Items – Commission discussed having a meeting Wednesday December 21, 2016 over the lunch hour.

Adjourn – Motion by Klein/ Legner to adjourn at 6:15 p.m. Questioned and carried 4:0.

Submitted by
Jessica Trautman
Finance Director/Clerk