

Room Tax Commission Meeting
February 1, 2022
Meeting Minutes

1. Call to order at 11:00 am by Diane Marquardt
2. Roll call – Diane Marquardt, Steve Linn, Ron Van Dusen, Kim Emerson, Crystal Lopnow, Robin Ginner. Guests: Justin Behling and Becky Bolte
3. Approval of Minutes from October Room Tax Commission Meeting – **Motion/Second by Steve/Ron – Approved.**
4. Appoint new member(s) to the Room Tax Commission - **Moved/Seconded Steve/Ron moves to nominate Justin Behling representing Wild Eagle Lodge (Washington) as an at-large member of the Commission.** No further nominations. **Moved/Seconded Steve/Ron to approve appointment of Justin Behling to the Room Tax Commission – Passed on a roll call vote.**
5. Discussion and possible action on the following agenda items:
 - a. Treasurer’s Report – Current account balance \$\$542,373.67
 - b. Kim Emerson provided insight from several other communities in the state that have “Promotion and Development” funds associated with their Room Tax. She noted that state legislation supports this kind of a program, and due to the structure, would likely not need a new agreement with the municipalities, just an updated agreement between the Commission and the Chamber/Ad & Promo Committee. Waupaca appears to have the most similarities with what we are hoping to achieve and allows for grant funding for both promotion and development of events and capital projects. Their program has a set criteria and award structure that Eagle River could use as a starting point for our own program.

Once the idea and funding levels are approved by the Ad & Promo committee, structure of the sub committee and grant program will need to be established. It was recommended that there be a designated spokesperson for this program, once everything is established, so there is clear communication of the criteria and requirements.

The program details will need to be approved by both the Room Tax Commission and the Ad & Promo Committee, but there was consensus that the sub committee have the authority to award the grants, with reports back to the two Commissions on the status of the program. Steve Linn wanted to make sure that the Room Tax Commission would have the authority to approve the expenditures, which will happen annually when the percentage of the Room Tax collected is allocated to the program.

Motion/Second, Ron/Justin. Present a plan to the Ad & Promo Committee on February 16, 2022 to direct up to 20% of the 90% of collected room tax dollars allotted to the Ad & Promo committee for Local Tourism Promotion & Development Fund. Motion Passed.

It was recommended that members of the Room Tax Commission be present at the Ad & Promo Committee meeting on February 16 so discussion could be had on how the program would work.

The recommended Local Tourism Promotion and Development Fund sub-committee structure includes two members each from the Room Tax Commission and Ad & Promo Committee, and the Executive Director of the Chamber of Commerce (who would hold a voting seat on the sub-committee). Ron Van Dusen and Justin Behling volunteered to hold seats on the sub-committee representing the Room Tax Commission, and it was recommended that Kim be the Chair of the group. Recommendations will be presented to the Ad & Promo Committee on February 16. At the March Room Tax Commission meeting, pending approval by the Ad & Promo committee, sub-committee members will be appointed.

6. **Motion/Second, Steve/Ron – Motion to Adjourn at 12:15 pm– Motion passed.**