



A meeting of the Room Tax Commission will be held on **Tuesday, January 30, 2018 @ 1:30am in City of Marinette, City Hall, Second Floor Conference Rm 214, 1905 Hall Ave. Marinette, WI**

**Room Tax Commission Meeting Agenda
Tuesday, January 30, 2018**

1. Call the meeting to order.
2. Roll call.
3. Approval of July 27, 2017 meeting minutes. (See attached)
4. Discussion and possible action regarding funding of Marinette City Visitors Guide 2018. (See attached)
5. Discussion and possible action regarding funding for Wayfinding Signs. (See attached)
6. Discussion and possible action regarding funding for recruitment for the position of Marketing and Tourism Director. (See attached)
7. Discussion regarding possible items for next meeting.
8. Discussion on availability and scheduling March 2018 meeting (regular applications due for review on Feb 28).
9. Adjourn.

Mayor Steve Genisot, Room Tax Commission Chairman

Cc: Room Tax Commission members (w/encl.); City Clerk Lana Bero (w/encl); Finance Director Jackie Miller (w/encl.); City Attorney Jonathan Sbar (w/encl); Recreation Director Kent Kostelecky (w/encl); Welcome Center Director Judy Alwin (w/encl); County Tourism Director; City Council members; Department Heads; EagleHerald (w/encl); Bay Cities Radio (w/ encl); Peshtigo Times (w/encl); City Hall Bulletin Board.

*A possible quorum of Common Council members may be present
at this meeting.*

Requests from individuals with disabilities who need special accommodations to participate in this meeting should be made to the City Clerk's Office at 715-732-5140 with as much advance notice prior to the meeting as possible.

**CITY OF MARINETTE ROOM TAX COMMISSION
MEETING MINUTES FROM 07/27/2017**

Mayor Genisot acting Tourism Chairman called the City of Marinette Tourism Commission meeting to order at 11:30 at Marinette City Hall Conference Room 214.

1. **Call the meeting to order**
2. **Upon a call of the roll, the following Committee member's attendance was recorded as follows:**
MEMBERS PRESENT: Mayor Genisot, Alderpersons Kowalski, K.C. Wilson and Scott Wahl.
ABSENT: None
OTHERS PRESENT: City Attorney Sbar; Finance Director Miller; Jan Kust; Recreation Director Kostelecky; Doug Otzinger; Emma Kuhn; Zack Rastall & Larry Liljestrand.
3. **Approval of June 8th, 2017 meeting minutes. (See attached.)**
Aldersperson Kowalski moved/ Scott Wahl seconded and all concurred to accept as presented the minutes of June 8th, 2017.
4. **Discussion and possible action to approve Standard Services Agreement between the City of Marinette and Marinette County Tourism (See attached)**
Aldersperson Kowalski moved/ K.C. Wilson seconded and all concurred to approve the Standard Services Agreement between the City of Marinette and Marinette County Tourism.
5. **Discussion and possible action to approve banquet funding for the National Walleye Tournament not exceeding the amount of \$3,500 (See attached)**
Larry Liljestrand, representing the Marinette Moose lodge was present to answer any questions the Commission may have. K. C. Wilson moved/ Scott Wahl seconded and all concurred to approve the banquet funding for the National Walleye Tournament not exceeding the amount of \$3,500.
6. **Discussion and review of Travel Center Visitor Count. (See attached.)**
Recreation Director Kostelecky provided in the packet a detailed spreadsheet that listed daily visitor counts at the Marinette Welcome Center for 2015, 16 & 17. June of 2017 had record numbers.
7. **Discussion regarding possible items for next meeting**
Recreation Director requesting discussion of a digital Board at the Welcome Center.
8. **Discussion regarding setting the date and time for next meeting.**
The Commission discussed meeting dates and times for future meeting meeting. An 11:00 on Thursday's works best for the Commission.
9. **Adjourn.**
Scott Wahl moved/ K.C. Wilson seconded and all concurred to adjourn at 11:50 AM.

Lana Bero, City Clerk

(Next regular Tourism Commission meeting is Thursday 08/24/17 @ 11:00 in the Conference Room 214)

ITEM # 6

Proposal for:

**The Recruitment for the Position of
Marketing and Tourism Director**

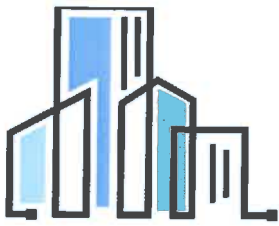
City of Marinette, WI

Submitted to City of Marinette

January 4, 2018

Contact Person:

Kevin M. Brunner, Partner
Public Administration Associates, LLC
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January 4, 2018

Mayor Steve Genisot
City of Marinette
1905 Hall Avenue
Marinette, WI 54143

Dear Mayor Genisot:

In response to our phone conversation last week, I am herewith submitting our proposal to assist you and city staff in the recruitment of the new Marketing and Tourism Director for the City and County of Marinette.

We enjoy a sterling reputation among the Wisconsin municipalities that we have served. We have been asked on many occasions to return to municipalities that we have previously worked for and are proud of our many long-term relationships with many of them spanning more than 30 years (even prior to our firm being formally established).

Please call if I can answer any questions or concerns you may have regarding this proposal.

Thank you for your consideration.

Sincerely,

Kevin M. Brunner

Kevin M. Brunner, Partner
Public Administration Associates, LLC

**A PROPOSAL SUBMITTED TO MARINETTE, WISCONSIN
FOR THE RECRUITMENT OF THE MARKETING AND TOURISM DIRECTOR
Project Consultants**

Kevin Brunner will be the lead person on the project. He will serve as the lead consultant for PAA and will be responsible for all formal contacts with the City. He will attend all required meetings with the Mayor and Personnel and License Committee in the implementation of the recruitment and selection process.

PAA Objectives and Approach to an Executive Search

Our primary objectives are (1) to attract the highest number of professionally qualified, experienced, and diverse applicants and (2) to facilitate a selection process that is thorough, professional, and timely, resulting in the selection of the candidate who best meets the requirements of the City.

Appropriate communications shall be maintained with the Mayor and License Committee throughout the process by on-site meetings, email and, if necessary, phone calls.

Our philosophy is that while we certainly review applicants carefully, it is not our role to actually select candidates. We fully recognize that the final decision rests with the Mayor and City Council.

Finally, we believe that the process should be conducted in a planned, deliberate, and timely fashion. Specific preferences of the Mayor and Personnel and License Committee will be accommodated in the design of the process and as necessary throughout the process.

Outline of Process

This proposal describes the activities to be performed by Public Administration Associates, LLC, acting as consultants for Marinette in the recruitment and selection of a new Executive Director of Recreation and Events.

Activities to be performed by Consultants:

1. Communicate with the Mayor and Personnel and License Committee as appropriate to discuss the most important qualifications and personal characteristics desired in the Marketing and Tourism Director Position. We will gain an understanding of the position and review the job description. We will jointly determine recruitment procedures and the interview and selection process, and determine the time schedule;

2. On the basis of these discussions, “write the position announcement.
[The position profile will be available on-line and distributed to persons who may be interested in the position.]

3. Place advertisements in appropriate publications and on-line sources including the Wisconsin Park and Recreation Association (WPRA); Wisconsin State Visitor and Convention Bureau job site, the League of Wisconsin Municipalities job site; Strategic Government Resources, (a national local government recruitment site), UW-Green Bay and local newspapers including the Green Bay Press Gazette and Marinette Eagle Herald. I will also

contact and encourage personally previous applicants for the Marinette Executive Director of Recreation and Events that have marketing experience to apply.

4. Receive applications and acknowledge receipt;

5. Review applications, prepare a “mini-resume” on each applicant and sort into appropriate categories (“qualified”, “wild card”, and “not qualified”);

[The initial sorting of applicants is made on the basis of type of experience, quality of experience, education, and any other characteristics that may be relevant.]

6. Review applications with the Mayor and/or License and Personnel Committee to select 4 Candidates for Further Consideration;

7. Contact those candidates selected for interviews and invite for interviews in Marinette; conduct background and reference checks;

[This is the most important and time-consuming part of the search process. Candidates selected for interviews in Marinette must supply work-related references that have job-related experience in working with the candidate. If references are not appropriate, the selected candidates must supply additional references. Questions are asked about accomplishments, strengths, skills, interpersonal relationships, and areas of improvement. This information is critical in evaluating the candidates. A written reference report will be completed and presented to the Mayor and License and personnel Committee for their review/consideration as an integral component of the selection process.]

8. Facilitate in-person interviews in Marinette with the candidates. The Mayor and Personnel and License Committee will conduct these interviews. The consultant will prepare interview questions with the final interview questionnaire to be approved by the Mayor

9. Convey terms to and from the candidate selected until agreement is reached;

[The Mayor and City Council (or selection committee) will meet after the interviews to select their choice for the Marketing and Tourism Director. They instruct the consultant to begin discussions with the desired candidate. The use of a third party negotiator is very helpful in the process in reconciling differences between the City and the candidate.]

10. After acceptance of the Employment Offer by the Mayor and City Council and the designated candidate, the consultant will thank all applicants and notify them of the final result.

Cost

Since PAA and Kevin Brunner have just completed the successful recruitment of the new Executive Director of Recreation and Events position, we have become very familiar with the objectives that the City and County of Marinette wish to achieve in the future with regard to marketing and promoting the new Marinette Recreation and Events Center as well as general tourism in the area. As such, we propose that Kevin Brunner be paid at an hourly rate of \$75 for any work related to this particular recruitment and selection process plus reimbursement of actual out-of-pocket expenses incurred by PAA such as advertising, copying and mileage/meal costs (because consultant Kevin Brunner lives in Whitewater we would try to conduct as much of the process via conference calls, however, at least one meeting would need to be held in Marinette to include the selection of the final candidate).

PAA is sensitive to the pressures faced by local governments to contain costs. As such, we will work with you to ensure that the recruitment is conducted in a cost-effective manner. We only submit our invoice after the chosen individual and the City approve the hiring of the new marketing director thus completing the project. No interim payments are billed.

Guarantee

If within a year of employment the Marketing and Tourism Director resigns or is dismissed for cause, we will conduct another search for direct expenses only. There will be no charge for professional services.

Time Schedule

The process can proceed at a pace approved by the Mayor and City Council. However, once it has been started it is important to proceed in an expeditious manner. Following is the suggested schedule:

<u>Week</u>	<u>Action</u>
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Week 1 (January 8)	Prepare and Place Advertisements in the Designated Locations as Stipulated Above. Due date for applications will be January 22.
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Week 3 (January 22)	Closing Date for applications. Consultant to review and rate applications and present "mini-resume" report to Mayor and/or Personnel and License Committee for selection of candidates to interview in Marinette.
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Week 4 (January 29)	Discuss (via conference call) with the Mayor and/or Personnel and License Committee the applicants and receive direction on four candidates to consider further in process. Reference/backgrounds will be checked on four selected candidates and reports prepared by consultant on each candidate. Contact candidates and arrange for on-site interviews in Marinette. .
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Week 5 (February 5)	Conduct on-site interviews with the Mayor and Personnel and License Committee with selection of finalist. Consultant is directed to negotiate final terms and conditions of employment offer.
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Week 6 (February 12)	Make offer and adopt offer of employment by City Council (knowing that it will be accepted).
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Week 8	New Marketing and Tourism Director starts job in Marinette (assuming that the designee must give approximately two weeks' notice in present position)
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If the foregoing proposal is acceptable, signing this document shall constitute the contract for services.

Signed: Kevin M. Brunner
Public Administration Associates

Dated: January 4, 2018

Accepted: _____
Marinette, Wisconsin

Dated: _____

ITEM #4

09-11-2017

CITY OF MARINETTE ROOM TAX GRANT APPLICATION FORM

Organization Name: City of Marinette Date: 01/16/2018

Address: 1905 Hall Avenue, Marinette, WI 54143

Contact Person: Jan Kust Phone Number: 715.732.5139

Email address: jkust@marinette.wi.us

Event or Organization Description: 2018 City of Marinette Visitors Guide

Location of Event/Project: MarinetteWelcome Center, area businesses and Travel Wisconsin Tourism locations

Dates of the Event or Anticipated Project Completion: No Later Than May 31, 2018

Geographic Area Served: City of Marinette and Marinette County

Projected Attendees Served: N/A

Target Attendees (indicate characteristics such as: families, youth, adults): Tourists & Residents

Nonprofit Status of the Organization: Nonprofit -- Marinette Travel Wisconsin Welcome Center

FUNDING TYPE (check all that apply):

- Existing Event (Indicate number of years funded by Room Tax _____)
- New Event
- Operating Subsidy (Indicate number of years funded by Room Tax 1)
- One Time, One of A Kind Request
- Other Type of Request (Describe 2018 Visitors Guide)
- Tangible Municipal Development (Describe _____)

FUNDING REQUEST:

Room Tax Request Amount \$ 5,000

Total Project/Event Budget \$ 5,000

CITY OF MARINETTE ROOM TAX GRANT APPLICATION FORM

Define your program objectives in specific terms and methods to monitor the success of the objectives: _____

To print a Visitors Guide, identifying lodging establishments, restaurants, local events, cultural and historical Sights within the City of Marinette. The Guide will also be available in digital form on the City of Marinette website with links to Travel Wisconsin, Eagle Herald and Marinette/Menominee Chamber of Commerce. The Website is able to track viewers to the sight and the number of printed copies are regulated throughout the year, to determine the volume needed.

Provide a detailed schedule of activities: Printing completed in April 2018, distribution by May 2018 and additional distribution throughout the year.

Address the need and direct benefit to the public and the City of Marinette for this program (you may attach letters supporting the need for this program): _____

Visitors to the area will have a pull-out City map, information on local highlights, shopping and areas of interest. The Guide offers complete lodging and restaurant information within the City it is packaged in an appealing and easy to carry 8 1/2x5 glossy 'magazine' style pamphlet. The need for a City Guide other than just a Regional Guide comes from the Marinette Welcome Center where City information in a magazine or pamphlet form is continually requested. This request is common with other like-sized cities who provide a similar product to persuade tourists, visitors and residents to stay and spend dollars, helping the City economy. Along with the immediate economic benefit, the Guide is used to persuade and encourage visitors to stay and enjoy the amenities.

Identify other agencies within the Marinette area conducting a similar activity, event or project:

There is no other agency that provides a City only guide or that will promote City only lodging establishments that pass on the Room Tax to the City.

09-11-2017

Describe any cooperative activities among other agencies participating in this project. Be specific in defining agency roles and contributions. (You may attach commitment letters from these agencies.):

The Marketing Marinette Ad Hoc Committee has been working with the EagleHerald on the design of the 2018 Visitors Guide and has positive history with the committee in creating and promoting the 2017 City Guide.

09-11-2017

CITY OF MARINETTE ROOM TAX GRANT APPLICATION FORM

Provide a detailed promotional schedule and budget (identify detailed specific media coverage such as printed material, specific printed ads, radio and television ads, billboard coverage, or direct mail) (attach additional sheets as needed):

Design of the 2018 City Guide started in December 2017 and will continue through March with printing no later than April 2018. A quoted price of \$4,467 for 10,000 copies was received, assuming no increase in the number of pages. The amount of \$5,000 is requested to support additional pages for promoting local events that have consistently brought visitors into the City.

If an appropriation was received by your organization in a prior year, please provide a narrative description of goals achieved and how the public benefited (provide detailed information such as gate attendance statistics, number of hotel room nights booked):

The 'first ever' Marinette City Visitors Guide was printed in 2017. Virtually all of the 10,000 copies have been Distributed either through the Marinette Welcome Center, local businesses and other Travel Wisconsin tourist information centers throughout Wisconsin. A new and current City Guide is needed for 2018.

Describe your fund raising efforts:

N/A

List primary funding sources and indicate whether the funds are secured:

1.	<u>Room Tax Grant</u>	Funding	Secured	Unsecured
2.	_____	Funding	Secured	Unsecured
3.	_____	Funding	Secured	Unsecured
4.	_____	Funding	Secured	Unsecured

What percent of your total budget represents room tax funds? 100 %

Will your event/project become self-sustaining? Yes, X No. If yes when?

Explain the effect not receiving a Room Tax Grant would have on your project:

The advertising revenue is not enough to support the printing and distribution of the Visitors Guide – without the Room Tax Grant, the Guide cannot be printed.

DON'T FORGET TO SUBMIT THE ADDITIONAL REQUIRED DOCUMENTS!!!

09-11-2017


ROOM TAX GRANT AGREEMENT

The undersigned agrees to compliance with the stipulations contained in the Room Tax Grant Application Process and Room Tax Grant Application documents, and that the funds provided through the City of Marinette Room Tax Grant Program shall only be used for purposes as described within the submitted Grant Application.

Grant Application Title or Description: City of Marinette 2018 Visitors Guide

Grant Application Date: 01/16/2018

Organization: Marketing Marinette Ad Hoc Committee

Signature:  **Date:** 01/16/2018

Title: Marketing Marinette Ad Hoc Committee Chairman

ITEM # 5

Estimate



PO Box 233 Marinette, WI 54143
 715-735-3130 • 715-735-3120 f
 cindy@boyledesigngroup.net

Name/Address
City of Marinette c/o City Clerk's office 1905 Hall Avenue Marinette, WI 54143

Date	Estimate No.	Project
12/21/17	433	

Item	Description	Quantity	Cost	Total
Design	Wayfinding Sign Design Proposal: Boyle Design Group to provide design services in the development of wayfinding signs. STEP 1: Three design concepts will be presented initially with various color schemes and design styles, followed up by changes, modifications etc. determined through consultation with the committee. STEP 2: After the final design style has been developed, BDG will incorporate that design into a cohesive design campaign for both the primary corridor signs as well as secondary signs. That cohesive campaign will include 3 primary corridor sign designs and 3-5 secondary sign designs. STEP 3: Final design solutions will be printed full scale on paper for committee viewing. Signage design standards (pms colors, font style, character height, sign size variables based on amount of content) will be provided for use in purchasing future signs along with PDF and EPS digital art files. Consultation, meetings, proofing are included in this proposal. Hourly rate is \$120 for this project with a not-to exceed limit of \$3,900. Work will cease at the NTE limit, committee will be notified if NTE limit is approaching and work description has not been achieved.		3,900.00	3,900.00
	Sales Tax		0.00%	0.00
We hope to earn your valued business!			Total	\$3,900.00