

**CITY OF MARINETTE ROOM TAX COMMISSION
MEETING MINUTES FROM 01/28/20**

Mayor Genisot acting Room Tax Commission Chairman called the City of Marinette Tourism Commission meeting to order at 1:00 PM 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, Tom Moyle and Scott Wahl.
ABSENT: None
OTHERS PRESENT: Alderperson Noppenberg; Finance Director Miller; Jan Kust; Erin Jacobson; Melissa Ebsch & John Liesveld.
3. **Approval of October 12, 2018 meeting minutes. (See attached.)**
Alderperson Kowalski moved/ Scott Wahl seconded and all concurred to accept as presented the minutes of October 12, 2018.
4. **2020 Budget Report and approval.**
Finance Director Miller distributed a 12- month budget comparison that ended December 31, 2019. Miller suggested the committee meet in October to go over budget needs for the year before the budget is approved. She also informed the commission she had discussed a possible audit for each Hotel/Motel and is waiting for a quote from the auditors. The auditors stated if an audit was done it would have to be done on all entities that pay room tax. The Commission discussed possible collecting room tax on a monthly basis instead of quarterly in which the City collects now. She will continue to monitor the quarterly room tax payments.
5. **Discussion and possible action regarding approving funding of Regional Guide 2019-2020.**
The commission discussed different ways of advertising for the City. Possible focus on types of brochures, Walk-about Maps that would identify local businesses and events/points of interest. No action was taken and the commission would like the agenda item to come back in February for further discussion.
6. **Discussion regarding funding distribution timelines.**
The commission discussed changing the policy for distribution of payments as now the grants are awarded only twice a year. Scott Wahl moved/ Alderperson Kowalski seconded and all concurred to approve issuing the grants as soon as they are approved by the Room Tax Commission and all appropriate paperwork is completed and turned into the City.
7. **Discussion and possible action regarding funding for Wayfinding Signs**
Included in today's agenda packet was an invoice from Boyle Design Group for a proposal for development of Wayfinding Signs. Alderperson Kowalski moved/ Scott Wahl seconded and all concurred to approve the amount not to exceed \$3,000.00 for 8 - 3X3 wayfinding signs and mounting brackets to be placed at the Main corridors of the City.
8. **Discussion and possible action regarding funding for Welcome to Marinette Signs**
Included in the packet was an invoice from Iconik Etchings and Innovations for the Welcome to Marinette Sign located on HWY 41/Marinette Ave as you enter the City. Tom Moyle moved/ Scott Wahl seconded and all concurred to approve the funding for the Welcome to Marinette Signs up to \$4,800.00 which will include any electrical and lighting costs.
9. **Discussion and possible action regarding revision of Room Tax Application to state "Funds Available Date: Immediately following next Room Tax Meeting.**
The agenda item was discussed in number 7. No additional action was taken.

Cc: Commission members; Mayor; Common Council and Clerks file.

10. Discussion regarding possible items for next meeting.

Funding of Regional Guide/Maps & Brochures
Discussion regarding promotion of snowmobile trails.

11. Discussion regarding setting the date and time for next meeting.

The Commission discussed meeting dates and times for the February 2020 meeting. Jan will send out an email to schedule at the end of February.

12. Adjourn.

Scott Wahl moved/ Alderperson Kowalski seconded and all concurred to adjourn at 2:07 PM.

Lana Bero, City Clerk

(Next regular Tourism Commission meeting is yet to be determined and will take place in the Conference Room 214)