

**CITY OF MARINETTE ROOM TAX COMMISSION
MEETING MINUTES FROM 2/26/21**

Mayor Genisot acting Room Tax Commission Chairman called the City of Marinette Tourism Commission meeting to order at 10:00 AM at Marinette Common Council Chambers.

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, Alderperson Kowalski, Tom Moyle (via go to meeting) and Scott Wahl
ABSENT: None
OTHERS PRESENT: Finance Director Miller; Executive Recreation Director Gavin Scray; Assistant Recreation Director Adrienne Lacy & Tourism Director Melissa Ebsch.
3. **Approval of December 2, 2020 meeting minutes.**
Alderperson Kowalski moved/Scott Wahl seconded and all concurred to accept as presented the minutes of December 2, 2020.
4. **Update on 2020 Room Tax.**
Finance Director Miller updated the committee regarding current funds to prepare for the upcoming Audit. Miller stated Room Tax revenues are at \$285,000 for 2020 and expenses are at \$254,000. Expenses were on the low end due to many events being cancelled which left \$50,000 to the good. \$30,727 was placed into the fund balance. No final entries are anticipated by auditors. Current Room Tax available is \$280,000.
5. **Discussion and possible action regarding updated proposal and events by Anglers Insight Marketing (AIM).**
Included in the packet is an updated marketing proposal from Anglers Insight Marketing (AIM) which includes fishing tournaments to be held on, July 14th & 15th, July 18th and August 26th & 27th. The proposal includes \$7,500 for operating expenses. Alderperson Kowalski moved/ Scott Wahl seconded and all concurred to approve the presented Marketing agreement between the City of Marinette and Anglers Insight Marketing which includes the amount of \$7,500 for operating expenses for 3 Fishing Tournaments in 2021.
6. **Discussion and possible action regarding Digital Sign for the Community REC Center.**
Included in today's packet was a quote from Creative Sign company that included a replacement message board that will showcase events at the REC Facility. Johnson Controls/JCI has committed to donating the total cost of the replacement message board in the amount of \$26,700. A logo in recognition of the donation will be included on the message board. Aurora/Bay Area has approved the new sign and is also making changes to their portion of the sign in the near future. Work could be completed within 5-6 weeks.
Alderperson Kowalski moved/ Mayor Genisot seconded and all concurred (Scott Wahl abstained) to approve to accept the donation from Johnson Controls JCI and proceed with the new message board from Creative Signs.
7. **Discussion and possible action regarding Digital Sign for Marinette Avenue.**
Executive Recreation Director Gavin Scray distributed a proposal and three Double Face digital message board options to replace digital message board currently on Marinette Ave that will be placed on existing base. The replacement will be the same dimensions. The total cost of the digital sign would be \$28,030.00 which includes permits and design/Setup. The committee unanimously chose option A. Alderperson Kowalski moved/Tom Moyle seconded and all concurred to approve

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

option A in the amount of \$28,030.00. The approved \$14,000 will be used from the reserve and the additional funds will be allocated from the funds in 2021.

8. Discussion and possible action regarding 2021 Tourism Entity Contract

Marketing Director Melissa Ebsch is seeking non-profit or not for profit businesses to see where the committee could advertise for the 2021 Tourism Entity contract. In 2020 the M & M Chamber of Commerce placed an ad in a publication as part of the promotion. Mayor Genisot moved/ Scott Wahl seconded and all concurred to place an add up to \$500.00 with the M & M Chamber of Commerce for the 2021 Tourism Entity Contract.

9. Discussion and possible action regarding upcoming marketing and events into 2021.

Marketing Director Melissa Ebsch distributed a 2021 Calendar of upcoming events. The committee discussed the huge success of the recent Outdoors show held in all three arenas at the REC Facility. Executive Recreation Director Scray stated many of the vendors were from other areas of WI which stayed in local Hotels/Motels and ate at area restaurants. An estimate of 4000 people attended the show. Future events include Menoma Mia on February 27th in which 215 tickets are already sold. Bob and Rocco Gun & Knife Show will be on March 12th – 14th and the Home and Garden Show will be showcased April 17th. The MMYAHA is having a 3-day Hockey Tournament on March 26th-28th in which will occupy many area Motels/Hotels.

10. Topics for next meeting.

Room Tax Audits

11. Adjourn.

Alderpersion Kowalski moved/Scott Wahl seconded and all concurred to adjourn at 10:36AM.

Lana Bero, City Clerk

(Next regular Room Tax Commission meeting will be determined at a later date.)