

**CITY OF MARINETTE ROOM TAX COMMISSION
MEETING MINUTES FROM 11/15/2023**

1. Mayor Genisot, acting Room Tax Commission Chairman, called the City of Marinette Room Tax Commission meeting to order at 11:00 at Marinette City Hall Conference Room 214.
2. **Upon a call of the roll;** attendance was recorded as follows:
MEMBERS PRESENT: Mayor Genisot, Alderperson Kowalski, Thomas Moyle and Scott Wahl.
ABSENT: None
OTHERS PRESENT: City Treasurer & Finance Director Miller; Mayor's Assistant Community Development Specialist Kust; Marketing & Tourism Director Katzbeck, Executive Recreation Director Scray; & Trisa Parrish.
3. **Approval of August 3, 2023 meeting minutes.**
Scott Wahl moved/Tom Moyle seconded and all concurred to accept as presented the minutes from August 3, 2023.
4. **2024 Room Tax Budget.**
Scott Wahl moved/Tom Moyle seconded and all concurred to add a line item in the amount of \$100,000 for additional advertising outside of our area, specific to events putting heads in beds. With the construction of the new hotel being complete in 2024, City Treasurer & Finance Director Miller suggested an increase to the preliminary Room Tax revenue. A separate line item for Airbnb revenue was added. City Treasurer & Finance Director Miller amended the Room Tax budget with the changes discussed and handed out copies to all members. Alderperson Kowalski moved/Scott Wahl seconded and all concurred to approve the 2024 Room Tax budget with the modifications made.
5. **Update on marketing & tourism.**
Marketing & Tourist Director, Shawn Katzbeck stated he is working with 19 locations to apply for Tourist Information Center (TIC) grant. Tourism website is up and running. Has seen a lot more people coming through Welcome Center.
6. **Topics for the next meeting.**
 - Shawn to bring list of unique events that are room tax supporting.
 - Invite hotel and Airbnb owners/contacts for meeting in mid-January/February to brainstorm ideas promoting heads in beds.
7. **Adjourn.**
Scott Wahl moved/Alderperson Kowalski seconded and all concurred to adjourn at 12:01 PM.

Mindy Campbell, Deputy City Clerk

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