

REGULAR MEETING
Tourism Commission

May 22, 2017
Rec Center
2442 Sims Ave.
Meeting Room
2:00 p.m.

***Amended ***
AGENDA

Discussion and Possible action on:

1. Roll Call
2. Approval of the January, 2017 Minutes
3. Applications for Grant Proposals
4. Election of Officers
5. Adjournment

Meeting Rider

Any person who has special needs while attending this meeting or needing agenda materials for this meeting should contact the City Clerk as soon as possible to ensure a reasonable accommodation can be made. The City Clerk can be reached by telephone at (715) 346-1569, TDD # 346-1556 or by mail at 1515 Strongs Ave., Stevens Point, WI 54481.

Copies of ordinances, resolutions, reports and minutes of the committee meetings are on file at the office of the City Clerk for inspection during normal business hours from 7:30 a.m. to 4:00p.m.

SPECIAL NOTICE

Please take notice that a quorum of the Common Council, City Boards/Commissions may attend this meeting.

TOURISM COMMISSION
January 30th, 2017 at 2:00 P.M.
Rec Center – 2442 Sims Ave.

1. Roll Call
2. Approval of the November 28, 2016 Minutes
3. Appoint Secretary
4. Review Application for Grant Proposals
5. Schedule meeting for discussing Grant Proposals.
6. Adjournment

ITEM #1 - Roll Call

PRESENT: Commissioners Bleuer, Disher, Okonek and Oliva.
EXCUSED: Commissioner Donohoo
ALSO
PRESENT: City Attorney Beveridge; Director Schrader; Sara Brish.

ITEM #2 – Approval of November 28, 2016 Minutes.

Okonek called the meeting to order.

Motion made to approve Minutes by Commissioner Disher, seconded by Commissioner Bleuer

Ayes: All Nays: None Motion carried.

ITEM #3 – Appoint Secretary

Motion made for Commissioner Bleuer to become Secretary by Commissioner Okonek, seconded by Commissioner Disher.

Ayes: All Nays: None Motion carried.

ITEM #4 – Review Application for Grant Proposal

Commissioner Olivia discussed possible changes to the proposal used by previous entity.

Commissioner Olivia Motioned, and Commissioner Disher seconded, to make the following changes to the Room Tax Funding Request Guidelines and Room Tax Funding Proposal:

- 1) Remove 2007-2011 Long Range from the title of both documents.**
- 2) Rewrite the first sentence of 8. To read: “The deadline for funding requests is May 1st”.**
- 3) Reduce the number of copies in 9. from Twenty (20) to Eight (8).**
- 4) Add a line for email address to the Proposal on page 1 and 5.**
- 5) Change the final paragraph to read: PLEASE RETURN EIGHT COPIES OF YOUR COMPLETED REQUEST ALONG WITH ATTACHMENTS TO THE STEVENS POINT PARKS AND RECREATION DEPARTMENT BEFORE MAY 1ST, 2017. THANK YOU FOR YOUR INTEREST IN THE STEVENS POINT AREA AND ITS PEOPLE**

Ayes: All Nays: None Motion carried.

Olivia discussed whether or not organizations can request funding for a one-off event or if they can submit for multi-year events. Consensus was both are possible with the current form.

Okonek asked when the commission will know the amount they are able to use to fund projects.

Attorney Beveridge and CVB Director Brish mentioned it would be in February.

Oliva began a discussion about advertising the Commission's proposal process. Schrader mentioned it that in the past groups knew when the cycle began and would apply. Bleuer suggested the more places we advertise it the more proposals we may get for new events/opportunities.

Schrader spoke to the history of using funds for multi-year or longer term events such as the Goerke project. Schrader mentioned that groups had come for funding previously who were expecting a profit and were turned down as that was not perceived as the function of the fund.

Disher mentioned a group which he is the on the Board for who will be submitting a proposal.

Item #5 – Schedule meeting for discussing Grant Proposals

Okonek will schedule a meeting for May in order to review submitted grants.

Okonek mentioned additional handout from CVB that included information on new attractions, initiatives, events, and a recap of their sales efforts 2016

Okonek discussed interest in any Winter sports events coming to the area. There is nothing in the works as anyone at the meeting was aware of for outdoor Winter events.

Item #6 – Adjournment

Motion to adjourn at 3:10 P.M. by Commissioner Olivia, seconded by Commissioner Disher.

Ayes: All

Nays: None

Motion carried

TOURISM COMMISSION
November 28, 2016 2:00 P.M.
Rec Center
2442 Sims Ave.
Meeting Room

- 1. Roll call**
- 2. Approval of the October 10, 2016 Minutes**
- 3. Approval of Tourism Agreement**
- 4. Adjournment**

1. Roll call

PRESENT: Commissioners Bleuer, Disher, Donohoo, Okonek and Oliva.

ALSO PRESENT: Mayor Wiza; C/T Ladick; City Attorney Beveridge; Director Schrader; Sara Brish; Noell Silvester; Amy Boston; Michelle Sedlak; Joel Ebert; Haley Hesselberg; Megan Sparks; Amanda Burzynski

2. Approval of the October 10, 2016 Minutes

Motion by Disher, seconded by Donohoo, to approve the October 10, 2016 minutes and place them on file.

Ayes all; Nays none; Motion carried.

3. Approval of Tourism Agreement

Attorney Beveridge stated that in preparing this draft agreement his was under the understanding that it was to keep the funding levels close to what they currently are so everyone programs would stay intact. That he had relined the proposed agreement from the CVB and made comments. He was here to answer any questions.

Disher asked wouldn't be simpler if in 2B we used a percentage instead of the verbiage stating amount equal to the previous year. But he wasn't sure what that percentage would be.

Mayor Wiza and C/t Ladick both stated that the CVB is currently receiving 46.86%.

Bleuer asked if we were going to review both proposals. In that they are different in that the CVB proposal is working towards getting the CVB the entire 70% by 2022 and the city's proposal is more of the status quo.

Disher didn't necessarily see the city's proposal as status quo, that groups/organizations including the CVB could come and ask for funds.

Okonek asked the Commission if they saw that as a problem.

The Commission felt once the process for allocating funds as established, they didn't see a problem with anyone group/organization asking for funds if they met the guidelines established by the Commission.

Bleuer stated that 2C already addresses the issue of giving the CVB more funds if the Commission so chooses.

Disher asked if there is termination on the agreement.

Attorney Beveridge section 3 addresses the term and termination.

Disher thought that the city's proposal looked good with the change to a percentage. That he has this feeling that people are thinking if the CVB proposal was approved they wouldn't fund any of the existing city programs and if the city's proposal is approval the city would keep all the funds. He asked Sara Brish the CVB feeling.

Brish stated that her feeling haven't changed since last month's meeting. That she is disappointed the with the city that the Village of Plover has enough faith in the CVB to give them the entire 70%, and wished the city had the same faith in them.

Disher stated that the Commission has faith in the CVB, but we would like to work our way through 2017 and see how go.

Donohoo agreed, stating that the Commission was just formed two months ago. If we were to allocate all the funds to the CVB, than why did the city form the Commission?

Disher wondered what the maximum room tax could be charged.

C/T Ladick stated it is 8% unless you have a Convention Center, than you could charge up to 12%.

Motion by Disher, seconded by Bleuer to approve the Tourism Agreement as drafted by the city with one change. In 2B; replace the verbiage stating amount equal to the previous year with 46.86% annually. And that the Chairperson has the authority to sign the agreement.

Ayes all; Nays none; Motion carried.

4. Adjournment

Meeting adjourned at 2:20 p.m.

ROOM TAX FUNDING REQUEST GUIDELINES

1. As a Committee, our commitment will be to serve the City of Stevens Point. A priority will be given to projects/programs which will attract visitors to the community, along with serving the residents.
2. Funds are usually granted to non-profit organizations exempt from Federal Taxation under Section (3) of the Internal Revenue code or service/civic/organizations.
3. The Committee may provide challenge funds or matching funds at their discretion, in an attempt to stimulate increased response from other sources.
4. The Committee encourages projects/programs developed in consultation with other planning groups and those which promote coordination, cooperation, and sharing among organizations, which in turn may help eliminate duplication of projects/programs.
5. Funds may not be used to offset general operating or funding of an organization.
6. The Committee will operate without discrimination as to age, race, religion, gender, national origin or sexual orientation in the consideration of funding request and will award funding only to organizations which do not discriminate as to age, race, religion, gender, national origin or sexual orientation.
7. The Committee will review applications and will make a recommendation to the Park Commission, Finance Committee, and Common Council base on the quality of the application submitted.
8. The **deadline for funding requests is May 1st**. Actual funding will be awarded after the projects/programs have been rated, ranked and selected by the Committee. Funding of selected projects/programs will be as per outlined by the Committee and as funds become available.
9. **Eight (8) copies** of the complete application (including support materials) must be submitted to: Room Tax Commission, 2442 Sims Avenue, Stevens Point, WI 54481. *All submitted documents must be on paper no larger than 8½" X 11".*

3. Explain how the proposed project/program will impact our community's ability to attract visitors/tourists.

4. Describe how the quality of life in our community will be enhanced by the completion of this project/program.

5. Estimate how many people and/or what market segments will be served by this project/program.

6. Will the proposed project/program generate revenue? Yes _____ No _____
If the revenue is to be generated, estimate the amount and explain who you see as the recipient of this revenue.

BUDGET INFORMATION

Project Name _____

Contact Person _____ Telephone # _____

Address _____

Email Address _____

Capital Expenditures Necessary _____

Breakdown

Services and Supplies _____

Breakdown

Personnel for Project Development _____

Breakdown

Total Expenditures Necessary for Project/Program _____

Other Revenue (matching funds, grants, private fundraisers,
or other sources) _____

AMOUNT REQUESTED _____

Would this project/program be developed incrementally? If the project would have incremental needs, please breakdown your request by year.

Need all support at once

Need incremental support

2017 _____

2018 _____

2019 _____

2020 _____

2021 _____

Please include other information, renderings or materials you believe will help the evaluating committee better understand your request.

PLEASE RETURN EIGHT COPIES OF YOUR COMPLETED REQUEST ALONG WITH ATTACHMENTS TO THE STEVENS POINT PARKS AND RECREATION DEPARTMENT, 2442 SIMS AVE., STEVENS POINT, WI 54481 BEFORE MAY 1, 2017

THANK YOU FOR YOUR INTEREST IN THE STEVENS POINT AREA AND ITS PEOPLE