

**ROOM TAX ALLOCATION BOARD**  
**CITY HALL, SECOND FLOOR CONFERENCE ROOM**  
**Thursday, October 1, 2015 at 9:00 AM**

**MINUTES**

Present: Mayor Justin Nickels, Nic Sparacio, Caryn Gates, Alder Pat Brandel, Jason Ring, Liysa Callsen, Roger Russove

Guest(s): Alder Jill Hennessey

Minutes: Submitted by Heather Sohlden, Assistant to Mayor

- I. Meeting called to order at 9:00am
- II. Motion made by Pat Brandel to approve the Room Tax Allocation Board minutes from August 21, 2015. Motion seconded by Liysa Callsen. Motion unanimously carried (7-0)
- III. I43 Billboard
  - a. The Board discussed the I43 vinyl billboard contract currently in place with Lamar.
  - b. The contract includes a billboard in Sheboygan and then the City gets free use of the one on Waldo Blvd coming in to Manitowoc.
  - c. Currently there is no policy in place for the use of the billboards.
  - d. The Board discussed having the billboard changed more frequently than what it is currently being changed. The contract currently has a monthly lease fee however the City then has to pay for the cost of new vinyl each time the billboard is changed.
  - e. The Board recommended getting a twelve month proposal from Lamar and possible use of a different “free” billboard other than the one on Waldo Blvd.
  - f. The Board also suggested emailing the Common Council to inform them of the City’s marketing and the direction of this Board.
- IV. Room Tax Allocation Policy (Discover Manitowoc Grant Program)
  - a. The Board discussed the draft application for the Discover Manitowoc Grant Program by going through each of the application questions.
    - i. Question #1 requests project/event general information. The Board wants to clarify to the applicant that this Grant Application is separate from that of the Special Events Application.
    - ii. Question #2 is requesting further details of the project/event. The Board proposed being more specific and asking for key contact information (main contact, treasurer, etc.) of the applicant. It was also suggested to change the word “effectiveness” to “success” in the language in this section of the application.
    - iii. Question #3 is asking for the budget for the project/event.
    - iv. Question #4 is asking for the estimated economic impact of the project/event on the community.
    - v. Question #5 is requesting contact information for group’s member responsible for reporting measurement.
    - vi. Question #6 is a review of the Grant Application policy. The Board discussed the following on the policy portion of the application:
      1. Adding the type of tax entity the group is that is applying.
      2. If the grant was only going to be utilized for marketing of a project/event.

3. Role of the “major institutions” element? Are City entities (i.e. Friends groups) eligible for grant?
  4. How and when is the award distributed to the grantee?
  - vii. Question #7 is final signature of the Grant Application for submission. There should be some clarification as to who the applicant may contact for questions/concerns regarding the application process and who the application should be submitted to once complete.
  - viii. The Board also suggested adding an example form for applicants to reference while completing the application (i.e. marketing form).
- V. Next meeting will be Wednesday, 10.21.15, beginning at 9:00am at the City Hall in the Second Floor Conference Room, 900 Quay Street, Manitowoc, WI 54220.
- VI. Meeting adjourned at 10:30am