



City of Manitowoc

900 Quay Street
Manitowoc, WI 54220
www.manitowoc.org

Meeting Minutes - Final

Room Tax Commission

Tuesday, May 7, 2019

5:00 PM

City Hall Council Chambers

Pursuant to Section 19.84(2) and (3) of the Wisconsin Statutes, notice is hereby given to the public, to the Herald-Times-Reporter, the official newspaper of Manitowoc, and to those news media who have filed a written request for this notice that a meeting of the above-referenced will be held at the date, time and location listed above.

Notice is hereby given that a majority of the Common Council of the City of Manitowoc, or a standing committee of that body, may be present at this meeting to gather information about the subject matter over which they have decision making responsibility.

The above governmental body will meet to discuss and possibly take action on the agenda items set forth below.

Call to Order

Roll Call

Present: 5 - Nickels, McMeans, Brey, Reilly and Kroner

Excused: 1 - Sitkiewitz

Approval of Minutes

[19-0518](#) Review and approval of April 10th, 2019 meeting minutes

Attachments: [04-10-2019 Minutes](#)

Moved by McMeans, seconded by Brey, that these Minutes be approved. The motion carried. Ayes, 5. Nays, none

Discussion and Action Items

[19-0517](#) Discussion and possible action on Discover Manitowoc Grant Application for Subfest 2019

Attachments: [SubFest Application](#)

Representatives of Subfest were not at this meeting, so it will be taken up at the next meeting.

[19-0516](#)

Discussion and possible action on Discover Manitowoc Grant Application from Art Slam 2019

Attachments: [Art Slam Manitowoc Application](#)

Cheryl Mahowald and Erin Labonte presented their request for \$6,559 to be used to fund marketing expenses for Art Slam Manitowoc. In 2018, the marketing budget for the event was just under \$1,500 and it will be ten times that for the 2019 event (approx. \$15,000). They stated they had 600 - 1,000 attendees in 2018 and anticipate that will increase to nearly 8,000 in 2019 due to increased marketing and promotion and into larger markets. The Wisconsin Department of Tourism has awarded the application a Joint Effort Marketing Grant to use towards the event, and additional funding is expected to be raised from local businesses and private citizens.

Moved by McMeans, seconded by Reilly, that the request for \$6,559 be approved. The motion carried. Ayes, 5. Nays, none

[19-0519](#)

Discussion and possible action on agreement with MAVCB

Attachments: [2017-2021 Services Agreement - Signed](#)

Mayor Nickels opened discussion regarding the current Tourism Services Agreement with MAVCB. He stated that the City recently had an appraisal conducted on the MAVCB site to get an idea of its value if it were to be sold for private use. He did not suggest relocating the MAVCB to another location at this time, just that the value was being explored. The use of the site is currently restricted by the Wisconsin Department of Transportation (WisDOT), however WisDOT is willing to reconsider this restriction.

Alderman Kummer joined the discussion as the City Council rep to the MAVCB board. He identified that per the agreement, Item #5, Term, if there was a decision to terminate the agreement effective for 2020, the City would need to approve that and provide notice to the MAVCB on or before June 1, 2019, which doesn't give much notice to MAVCB. The Commission discussed it was not the desire to terminate the agreement at this time, but rather to address health of MAVCB's operations.

Alderman Novak indicated he had questions about potentially moving the location of the MAVCB, especially if it were to downtown Manitowoc, as the entity serves the entire County.

Discussion continued regarding the health of MAVCB, and specifically the recurring turnover in the bureau's sales manager position. The focus of the discussion was the existing highly-regarded sales manager's recent

resignation and request for an exit interview, and that the MAVCB Executive Director not be included. Mayor Nickels indicated if the City contracts with the tourism entity, but the entity's sales manager position keeps turning over, the City should know why.

MAVCB executive Director Ring stated they have started the search for a new sales manager already. He provided background on the last four sales managers and speculated as to why each left. McMeans appreciated Mr. Ring's comments, but indicated he didn't concur with what was being said. He added if his employees were leaving he would want to know, and if that they were unhappy he felt that would be a reflection on his leadership. He is concerned with the turnover and wanted to know how MAVCB would change that and recruit appropriately.

Commissioner Reilly shared that she believes the strength of the 2019 activity has a lot to do with the sales manager (that recently resigned). Reilly indicated that herself and another Board member (Theresa) would be conducting an exit interview in the near future and was prepared with the questions they have, and the results will be shared with the City.

No action was taken.

[19-0397](#) Review Discover Manitowoc Grant Application and Policy

Attachments: [Room Tax Budget](#)

Kroner presented that there were discrepancies among the existing Room Tax Allocations Policy, the Discover Manitowoc Grant Application, and the way things have actually been administered over the past few years. The following identifies the items discussed and the recommended way to move forward:

2-16-15 Policy:

No withholding

App Language

Final 10% of award to be withheld until event report complete

How Administered

Per policy

Recommendation

Do Not Withhold funds. Amend application

2-16-15 Policy:

Must be to tax-exempt non-profit organization

App Language

Preference to non-profits but also open to for-profits

How Administered

Per app

Recommendation

Allow for-profits to apply. Change Policy.

2-16-15 Policy:

Apps to be submitted and reviewed bi-annually for awards (timeline provided)

App Language

Submittal dates identified Nov 30 and May 31

How Administered

No deadline - accept as requested

Recommendation

Apps to be submitted and reviewed once/year for awards. Accept apps Jan 1 - Feb 28/29.
Review and award in March.

2-16-15 Policy:

Post-event Reporting: Report back to board w/in 6 mos

App Language

Post-event Reporting: Report back to board in 90 days

How Administered

No set time

Recommendation

Report back w/in 6 months of event

2-16-15 Policy:

Post-event reporting: Simple form will be provided to grantees w/set questions and request for documentation

App Language

Post-event Reporting: Indicates to provide a report, no form.

How Administered

Applicant-driven report, no form

Recommendation

Prepare a simple form with requested info/data desired.

Kroner to make revisions to policy (and application and program guidelines) and bring to Finance and Council for approval in June.

Ajournment

Moved by Brey, seconded by McMeans, that this meeting be adjourned at 5:50 p.m. The motion carried. Ayes, 5. Nays, none

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