



City of Manitowoc

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

Meeting Minutes - Final

Room Tax Commission

Tuesday, September 21, 2021

5:30 PM

City Hall Council Chambers and via Zoom
(remote conferencing software)

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.

This meeting is being conducted both in Council Chambers at City Hall and via Zoom to maximize opportunities for residents to attend. Those attending the meeting via Zoom who wish to give public input are asked to keep their microphone muted until public input is opened to improve audio quality for all attendees. Those using their phone to call in may hit *6 to mute and unmute themselves.

Zoom meeting ID: 897 6942 5337
Passcode: 046655
Call in: 888 475 4499 (U.S. Toll Free)

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 - Reilly, Tegen, Czekala, Sitkiewitz and Nickels

Excused: 1 - Brey

Approval of Minutes

[21-0918](#) Review and approval of minutes from September 8th, 2021, meeting

Attachments: [09-08-2021 Meeting Minutes.pdf](#)

Motion by Czekala, second by Sitkiewitz to approve the minutes from the 9-8-2021 meeting. Motion carried (5-0).

Discussion and Action Items

[21-0921](#) Discussion and possible action on tourism services for the City of Manitowoc in 2022

Attachments: [2109 MAVCBSupport.pdf](#)

[External CITY OF TWO RIVERS ROOM TAX COMMISSION.msg](#)

[MANITOWOC AREA.PDF](#)

Discussion on items 21-0920 and 21-0921 were handled together. Nickels noted the letter from Destination Wisconsin/Wisconsin Hotel & Lodging Association dated September 19, 2021 regarding the action taken by the Commission at the last meeting. Motion by Czekala, second by Sitkiewitz to place the communication on file. Motion carried on a voice vote (5-0).

Nickels noted the email response received from Greg Buckley, Two Rivers, dated September 15, 2021 regarding action taken by the Commission at the last meeting and their declining of a meeting of the two City Room Tax Commissions. Motion by Czekala, second by Reilly to place the communication on file. Motion carried on a voice vote (5-0).

Nickels noted the letter from the Manitowoc Area Visitor and Convention Bureau dated September 16, 2021 regarding the action taken by the Commission at the last meeting. Motion by Czekala, second by Sitkiewitz to place the communication on file. Motion carried on a voice vote (5-0).

City Attorney McDaniel provided an overview of Section 66.0615 of the Wisconsin State Statutes and how it relates to the action taken by the Commission to discontinue negotiations with the MAVCB and direct room tax funding to the Commission. The Commission was legally created by the City in 2016. A minimum of 70% of room tax funding must be spent on tourism. The City and the Commission have complied with the Statute in the past and the current course of action would comply as well.

Mayor Nickels provided an overview of past room tax collections and the current status of collections in 2021. Based upon the past collections and estimated collections, Nickels provided a proposed room tax budget for 2022. Under the proposed budget 100% of room tax collections would be directed to the Room Tax Commission with the main categories of spending being: Staffing (3), Special Events and Rahr West promotion, Capital Projects, Discover Manitowoc Grant/Public Art/Advertising. It is also recommended that the Commission request 100% of sale proceeds for the current visitor center and existing reserves be directed to the Room Tax Commission.

There was a discussion on the path forward for hiring of staff and whether they would be employees of the City or employees of the Commission. The consensus of the Commission was that it would likely be best to have the Commission employ the positions. The City Human Resources Department may be able to assist in the drafting of job descriptions and recruitment.

Motion by Czekala, second by Sitkiewitz to request that the City Council direct 100% of room tax collections in 2022 to support the proposed budget as presented

by the Mayor. Motion carried on a voice vote (5-0).

Motion by Sitkiewitz, second by Czekala to request that the City Personnel Committee allow the Human Resources Department staff to assist in the creation of job descriptions and recruitment of employees for the Commission. Motion carried on a voice vote (5-0).

21-0919

Discussion and possible action on a recommendation to the Common Council for a new visitor center site

The Commission had a discussion on potential locations for a new visitor center and if the City or the Commission would own it. Consensus of the Commission was to utilize proceeds from the sale of the current visitor center to acquire/construct a new location within the Downtown. A short term lease arrangement may be necessary if the path forward is the construction of a new location. Regardless of ownership the City would have the ability to provide insurance coverage for the facility.

21-0920

Discussion and possible action on the 2022 Room Tax Budget

Discussion on this item is shown in conjunction with item 21-0921 above.

21-0922

Discussion and possible action on October 9th National Marine Sanctuary event

Mayor Nickels stated that the City will be hosting the official press announcement event for the new Marine Sanctuary on Saturday, October 9th. In order to properly promote and host the event Nickels requested an allocation from the Commission of \$2,500 to cover expenses. Motion by Reilly, second by Czekala to allocate \$2,500 of room tax funds for the promotion and hosting the press announcement event for the new Marine Sanctuary.

Motion by Sitkiewitz, second by Czekala to amend the motion to increase the funding to \$5,000. Motion to amend carried on a voice vote (5-0). Original motion as amended carried on a voice vote (5-0).

Adjournment

Motion by Czekala, second by Sitkiewitz to adjourn. Meeting adjourned at 6:26 p.m.

In accordance with the requirements of Title II of the Americans with Disabilities Act (ADA), the City of Manitowoc will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities. If you need assistance or reasonable accommodations in participating in this meeting or event due to a disability as defined under the ADA, please call the City Clerk's office at 920-686-6950 or the City's ADA Coordinator at (920) 686-6990 or e-mail cityattorney@manitowoc.org at least 48 hours prior to the scheduled meeting or event to request an accommodation. For additional assistance, individuals with hearing or speech disabilities can call 711 and be connected to a telephone relay system.