



City of Manitowoc

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

Meeting Minutes - Final

Room Tax Commission

Wednesday, February 9, 2022

5:00 PM

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

Call to Order

Mayor Nickels called the meeting to order at 5:02 p.m.

Roll Call

Present: 5 - Reilly, Czekala, Brey, Sitkiewitz and Nickels

Excused: 1 - Tegen

Approval of Minutes

[22-0117](#)

Approval of Minutes from November 17th, 2021, Room Tax Commission meeting

Attachments: [11-17-2021 Meeting Minutes.pdf](#)

Moved by Sitkiewitz, seconded by Czekala, to approve minutes from November 17th, 2021, Room Tax Commission meeting. The motion carried. Ayes, 5. Nays, none

Discussion and Action Items

Closed Session

Notice is hereby given that the above governmental body may adjourn into a closed session during the meeting as authorized by Section 19.85(1)(c) of the Wisconsin Statutes, which authorizes the governmental body to convene in closed session for the purpose of considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility.

The specific subject matter that may be considered in closed session is:

Moved by Czekala, seconded by Sitkiewitz, to convene in closed session. The motion carried by the following vote: 4-1 vote to enter closed session, Brey voted no.

Discussion was held on whether Alder Brunner should be in the room since he is serving as the Vice President of the MAVCB Board, he and Gary Malchow left.

Aye: 3 - Reilly, Sitkiewitz and Nickels

Nay: 1 - Brey

Excused: 1 - Tegen

[22-0119](#) Discussion and possible action on hiring of Director of Tourism

Reconvene in Open Session

Motion made by Sitkiewitz, seconded by Brey to reconvene in open session. Committee exited closed session at 6:31.

Aye: 5 - Reilly, Czekala, Brey, Sitkiewitz and Nickels

Excused: 1 - Tegen

[22-0119](#) Discussion and possible action on hiring of Director of Tourism

Mayor reported there is no specific action item for hiring of director of tourism.

[22-0116](#) Discussion and possible action on 2022 Room Tax Budget

Mayor provided overview on Room Tax Budget for 2021 and recommendation 2022 budget. Motion to approve by Sitkiewitz, second by Czekala. Alder Brey questioned the previous mechanism for funding MIRA. Alder Brunner asked a question regarding the Discover Manitowoc grant and Mayor Nickels clarified that the full dollar amount of the program has never been spent. Motion passed 5-0.

[22-0118](#) Discussion on future visitor center

Mayor provided an update on future visitor center plans and partnership with car ferry to promote tourism during the noon hour. Mayor discussed possible plans to renovate carferry building to improve ability to market to visitors and keep Tourism Dept in City Hall during 2022. Alder Sitkiewitz suggested using seasonals for an additional presence downtown outside of the carferry location. Alder Brey suggests stepping up the use of the City's electronic signage. Mayor discusses plans to have a virtual visitor center with kiosks in hotels and also partner with TR for a summer visitor guide.

Gary Malchow asked the Mayor for permission to comment. He says he is opposed to the City taking over the convention and visitor bureau and has concerns as a major contributor to the occupancy tax. He says the MAVCB has done a good job for him.

Adjournment

Meeting adjourned at 6:48 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.