

**Minutes
Tourism Commission
August 12, 2019**

1. Call to Order - The meeting of the City of Monona Tourism Commission was called to order at 5:30 pm.
2. Roll Call - Present: Alder Andrew Kitslaar, Mike Strigel, Marc Houtakker, Andrew Piec, and Jordan Steward.
Also present: City Administrator Bryan Gadow.
3. Approval of Minutes from November 13, 2018 Meeting - Motion by Bunting to approve; Seconded by Houtakker. Motion carried.
4. Election of Chair, Vice-Chair, and Secretary positions –
 - a. Chair – Motion by Mr. Strigel to nominate Mr. Kitslaar as Chair, second by Mr. Houtakker. Motion carried, 4-0-1 (Kitslaar abstaining).
 - b. Vice-Chair – Motion by Mr. Strigel to nominate Mr. Houtakker as Vice-Chair, second by Mr. Kitslaar. Motion carried, 4-0-1 (Houtakker abstaining).
 - c. Secretary – Motion by Mr. Kitslaar to nominate Mr. Strigel as Secretary, second by Mr. Houtakker. Motion carried, 4-0-1 (Strigel abstaining).
5. Appearances - None
6. Staff Brief (Finance Director)
 - a. **Financial Status of the Room Tax** – Mr. Houtakker provided overview of how much is available for distribution and the projects for 2020-2022. The total amount available for the 2020 cycle is \$48,604. Mr. Kitslaar noted previous Commission discussions about potentially reserving an amount of funds for projects that may arise outside of the application cycle.
7. New Business
 - a. **Approval of 2019-2020 Tourism Grant Application Form** – Mr. Kitslaar provided minor modifications to the application form. Mr. Houtakker asked if October 1st would be the application deadline going forward for future years. The Commission agreed that October 1st would be the deadline going forward. Mr. Strigel noted that the award contract should note a potential extension if award funds cannot be expended before the December 31, 2020 deadline. Mr. Kitslaar asked if the attached budget worksheet was required or if applicants could also submit comparable documentation. The Commission agreed to update the application cover letter to reference that comparable budgetary information would be accepted. Motion by Mr. Houtakker, second by Mr. Steward, to approve the Tourism Grant application with the proposed changes. Motion carried.

- b. **Tourism Grant Applications – Process/Timeline** – Mr. Kitslaar provided an overview of the application process. Mr. Kitslaar asked for feedback on where to market the grant program. The Commission discussed utilizing the City’s website, social media, WVMO radio, the Monona East Side Business Alliance (MESBA), and groups that have previously applied or expressed interest in the program. The Commission agreed to make the application go live on August 15th, with an application deadline of October 1st. The Commission agreed to meet in mid-October to review received applications. Mr. Strigel asked about the criteria for reviewing applications. Mr. Gadow noted that he would prepare a matrix scoresheet with the statutory requirements for the Commission to utilize in their review of applications.
8. Discussion of Items for Future Agendas – Mr. Kitslaar noted that the Commission’s Tourism Entity agreement with MESBA was up for review and renewal at the end of 2019. Mr. Kitslaar also asked staff to contact the previous award winners to provide documentation on their expenditures (for 2018 awards) by the end of the year. Mr. Strigel asked what the current room tax rate was. Mr. Houtakker noted that it was 8%, which was in line with other area communities.
9. Upcoming Meetings – The next meeting will likely be in mid-October; a poll will be sent to identify a specific meeting date and time.
10. Adjournment - A motion by Mr. Strigel to adjourn was made, seconded by Mr. Houtakker. The motion carried. (6:15 p.m.).