



Tourism Committee Meeting Agenda Thursday, July 18, 2019 at 3:00 PM ED LAB

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2. ROLL CALL	
3. ADOPTION OF AGENDA	
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TOURISM COMMITTEE MEETING

April 4, 2019

3:00 p.m.

Members Present: Jim Jackson, Angie Logan, Jessi Mishler, Jeremy Poole

Members Absent: Judy Roettger

Others Present: Rae Ann Ailts, Mike Darrow, Marie Bannink

Jim Jackson called the meeting to order at 3:00 p.m.

Angela Logan moved to adopt the agenda as presented, seconded by Jeremy Poole, motion carried.

Jeremy Poole moved to approve the minutes of February 7, 2019, seconded by Jessi Mishler, motion carried.

Robert's Rules of Order

Rae Ann Ailts noted the City Clerk, Tanya Batchelor, has sent a link to all members, which includes information on parliamentary procedure, and tools for making motions. Additionally, all members need to view the recorded training session by the June meeting.

Tourism Promotion and Development Funding Application

Rae Ann reviewed the application criteria of the draft funding application. The committee recommended the following additional application criteria:

- Anticipated number of attendees with supporting detail
- Effectiveness of project - number of attendees, funds raised, number of overnight stays
- Does this event require addition City staff resources?

Jessie Mishler moved to accept the draft as presented with recommended criteria seconded by Angie Logan, motion carried.

Funding Request – Packer Tailgate Event

Rae Ann explained the Packer Tailgate Event will be taking place next week, April 11. The city and county will incur significant expenses for this event, which were not included in the 2019 budget. Mike Darrow asked for authorization of up to \$10,000 to help cover city and county expenses. Revenues collected from room tax collections would be used to cover the expenses. This event has a direct impact on the promotion of tourism within the City. Jeremy Poole moved to approve up to \$10,000 to help offset costs for the city and county with staff providing an itemized statement of expenses following the event, seconded by Jessie Mishler, motion carried.

Communications/Miscellaneous

- Rae Ann thanked Jim Jackson for his years of service on the City Council.
- The next Tourism Meeting will be held on June 13 at 3 p.m.; Rae Ann will send out follow-up details.

Angie Logan moved to adjourn the meeting, seconded by Jeremy Poole, motion carried.

Meeting adjourned at 3:40 p.m.

MEMO



Prepared for: Tourism Committee
Staff Contact: Rae Ann Ailts, Finance Director
Meeting: Tourism Committee - 18 Jul 2019
Subject: First Quarter 2019 Room Tax Collection Report

BACKGROUND INFORMATION:

Staff will provide an overview of room tax collections for first quarter room and associated expenditures.

RECOMMENDATION:

No action is required at this time.



MEMO

Prepared for: Tourism Committee
Staff Contact: Rae Ann Ailts, Finance Director
Meeting: Tourism Committee - 18 Jul 2019
Subject: Packer Tailgate Event

BACKGROUND INFORMATION:

In April, the Tourism Committee authorized the allocation of room tax revenue to cover soft costs and/or overtime costs for City staff time attributable to the Packer Tailgate event in an amount not to exceed.

While mother nature could have been more cooperative, that didn't stop New Richmond from making this event one of the most successful in the Packer's history! Total costs associated with overtime expenses were \$3,325.

RECOMMENDATION:

No action is required.



MEMO

Prepared for: Tourism Committee
Staff Contact: Rae Ann Ailts, Finance Director
Meeting: Tourism Committee - 18 Jul 2019
Subject: Tourism Funding Requests for 2020

BACKGROUND INFORMATION:

Earlier this year, the Tourism Committee developed a Tourism Promotion and Development Funding Request Application and process. The intention of the application process is to provide a consistent method to request, evaluate and subsequently recommend events/projects which meet the objectives and guidelines established under the policy.

2020 funding applications were due by June 30, in which, five requests were received. Over the course of the next 30-45 days, the Committee will be asked to review and evaluate the funding applications based upon defined criteria. Following the review period, the Committee will reconvene to evaluate the applications and provide a funding recommendation to the Council for the 2020 budget.

Staff will provide an overview and timeline of the process and provide evaluation criteria during the meeting.

RECOMMENDATION:

No action is requested at this time.