

TOURISM COMMITTEE MEETING
October 11, 2018
3:00 p.m.

Members Present: Jim Jackson, Judy Roettger, Jessie Mishler, and Jeremy Poole

Members Absent: Angela Logan

Others Present: Rob Kreibich, Rae Ann Ailts, and Mike Darrow

Jim Jackson called the meeting to order at 3:00 p.m. Roll call was taken.

Judy Roettger moved to adopt the agenda as presented, seconded by Jim Jackson and carried.

Rae Ann Ailts thanked everyone for attending. Rae Ann provided an overview and highlighted the purpose and responsibilities of the committee, which included:

- Stimulate, promote, advertise, develop, and publicize tourism and development of the City and hotel/business community.
- Develop, review and approve expenditures (70% of room tax collected) based upon collection of room tax as imposed by the City of New Richmond
- Provide budget and expenditure updates to City Council

The committee will meet 3-4 times annually with the next meeting to be held in February.

Rae Ann provided an overview of room tax collection and reporting. Outlining room tax was adopted in 1996 with 5% tax collected on gross lodging revenues. Room tax is due on or before 30 following the close of the quarter. Room tax revenue have been used to support events and marketing from the Chamber of Commerce, community events such as Fun Fest, Hillside Series, Parades and downtown beautification projects. Room tax revenues have been steadily increasing as outlined below:

- Revenue Collection Trend
 - 2015 - \$67,398
 - 2016 - \$68,388
 - 2017 - \$75,339
 - 2018 YTD - \$47,977
 - 2018 B - \$75,000
 - 2019 B \$90,000

Staff indicated 2019 room tax collections are projected to be \$90,000 with proposed the following expenditures be supported in 2019:

- \$50,000 Chamber of Commerce (Fun Fest, Hometown Holiday, marketing)
- \$5,000 Special Events
- \$10,000 City Beautiful Art Improvements (Projects promoting art, tourism and creating unique sense of place)
- \$5,000 City of New Richmond Promotional Video

Jim Jackson moved to approve the 2019 budget at presented, seconded by Jeremy Poole, and carried.

Communications and Miscellaneous

The next meeting is scheduled for February 7, 2019 at 3:00 p.m.

Judy Roettger moved to adjourn the meeting, seconded by Jessie Mishler and carried.

Meeting adjourned at 3:30 p.m.

Minutes submitted Marie Bannink