

**TOURISM COMMITTEE  
MEETING  
Minutes**

**July 21, 2021**

**Brillion City Center & Zoom**

**5:30 PM**

**1. CALL TO ORDER:**

Chair Louie Lecker Meeting called to order at 5:31 PM.

**2. ROLL CALL:**

Present were Louie Lecker -Chair, Angela Jellum, City Administrator Peter Wills-Secretary/Treasurer, Council Representative Shelly Lau.

**NO QUORUM**

**GUEST:** Sarah Pielhop, Rosemary Parsonage Jeff Mix -President Nature Center Board

Due to no quorum, could not take action on items.

**3. APPROVAL OF THE AGENDA:**

**Motion** – No action taken.

**4. APPROVAL OF MINUTES – April 19, 2021 Tourism Committee Meeting**

**Motion** – No Action Taken.

**5. Tourism Committee as defined by State of Wisconsin Statute**

- a. Room Tax Entity Defined-Administrator Discussed the State of Wisconsin statute on Room tax entity definition, how room tax can be spent and how Room Tax Entity should be composed.
- b. Room Tax Commission Overview of how the state defines room tax commission,
- c. Room Tax Local Model-IF not contracted entity, Tourism Committee tracks, reports room tax spending and following state statutes.
- d. How Room Tax Can be spent. Discussed the 70% allocated to Room Tax Commission, or contracted Tourism entity in order to attract tourism spending in the community. 30% is allocated to be spent by Council to benefit key areas by the council.

**6. Tourism Grant Application Revision**

- a. Current tourism Grant Application-Reviewed current application and changes that need to be updated to application.
- b. Example Tourism Grant Application Forms & Instructions-Reviewed various community room tax applications that can be incorporated into Brillion's. Many communities limit amount of single payment to \$1500, require 50% match to the funding. Limit to 2 the number of applications per year from single entity unless a Tourism focused organization, entity. Grants need to demonstrate tourism based attraction and assist in attracting tourism to the overall community, not just the single organization.

**7. Room Tax Financial Report**

- a. 2021 Room Tax 2<sup>nd</sup> Quarter Expenditure Report

**8. New Room Tax Permit Application**

- a. Rosemary Parsonage-Sarah Pielhop Guest Sarah mentioned the amounts for the new Air B&B \$250 per night and can hold up to 13 people. It is rented out September 1<sup>st</sup> for 14 nights.

**9. NEW FUNDING REQUESTS: No Action Taken**

**10. NEW BUSINESS:**

- a. Meeting times to improve attendance. Willing to adjust meeting time and location to reach maximum attendance. Requested input on time and location to achieve.
- b. Meeting Quorums- Need to have 4 members in attendance in order to have a meeting to meet quorum. This as brought up to Administrator as soon as I started on council and need to follow open meeting requirement for quorum for any motions. Meetings to be official.

**11. OLD BUSINESS:**

None

**12. Future Meeting Date**

**13. ADJOURNMENT:**

The meeting convened at 6:55PM.

Peter Wills  
City Administrator/Community Development Director