



MENOMONIE TOURISM COMMISSION

August 4, 2011 – Meeting Minutes

City Council Chambers

- MEMBERS PRESENT:** Holland, Theelke, Brewes, Iverson, Moreno,
- OTHERS PRESENT:** Montgomery, Lindberg, Morning, Barnett, Struebel, Haller, Bhatnagar & Prange
- MINUTES:** A motion was made by Iverson, seconded by Theelke to approve the June 30, 2011 meeting.
- TREASURER'S REPORT:** None

Chairman Holland provided history of previous contracts with Visit Eau Claire and the WI AAU Viking Club regarding their past services with administering city room tax dollars. Discussion and questions were asked of the various entities including their successes and experiences. Questions were asked of the Greater Menomonie Area Chamber of Commerce and the AAU with regards to their proposals and projected plans.

A motion was made by Moreno and seconded by Theelke to approve the proposed contract with the Wisconsin AAU Viking Club. Motion included an amendment which would include a 3 year contract with the 9 events listed from the August 8, 2011 email from Keith Noll. Motion carried unanimously.

A motion was made by Moreno and seconded by Brewes to approve the proposed contract with Greater Menomonie Area Chamber of Commerce. Motion included amendment which would include a 3 year term and a contract fee of 42% of the total room tax collected by the City or \$110,000.00 whichever is greater. Motion carried unanimously.

Discussion arose regarding the current room tax for the City of Menomonie. Information was shared regarding the current rate and how any increases would be administered. A motion was made by Moreno and seconded by Iverson to recommend that the City Council consider raising the room tax from the current 6% to a proposed rate of 7%. Motion carried unanimously.

The next scheduled meeting of the Menomonie Tourism Commission will be October 13, 2011.

A motion was made by Theelke and seconded by Iverson to adjourn. Motion carried.

Recording Secretary

Lowell Prange