

**CITY OF ANTIGO
HOTEL/MOTEL ROOM TAX COMMISSION MEETING
FEBRUARY 24, 2016**

Members Present: Mayor Brandt, Deena Grabowsky, Sam Hardin, David West, Rick LeBrun, and Tom Quinlan

Members Absent: Alderperson T. Bauknecht

Others Present: Kerri Beck, Langlade County Economic Development Corporation; Sarah Repp, Park, Recreation and Cemetery Supervisor; and Jaime Horswill, Utility/Clerical Assistant.

A meeting of the Hotel/Motel Room Tax Commission was called to order on the above date at 8:30 a.m. in the Multi-Purpose Room, City Hall. The meeting was called to order by Mayor Brandt and Jaime Horswill, Utility/Clerical Assistant, recorded the minutes thereof.

1. 2016 Room Tax Request Proposal

The City of Antigo, Langlade County Economic Development Corporation and Antigo/Langlade County Chamber of Commerce provided an Application to Solicit Funds for a Community Web Portal.

The application advised that the web portal is a collaborative community information resource website. It is a cooperative effort between public and private entities and local government links to existing community websites that will be available on the portal site so information is consolidated in one location. The web portal will be marketed in tandem with NIXLE/Everbridge (community alert system). They will market the website through local print media, radio, and social media. They will also market outside the area through resource guides and the internet. Additionally, they will distribute information to visitors and groups that utilize the local parks and facilities.

The group is requesting \$119.81, which is a flat fee for a two year rate.

Ms. Repp showed the committee a brief example of the web portal advising that it is a work in progress at this point.

Upon inquiry by David West, Ms. Repp advised that the group is still working on the metadata, key words, etc. which will assist people on searches.

Ms. Repp noted that they are hoping that this will be an easy way to get the most amount of people registered in the community alert system.

Upon inquiry by Rick LeBrun, Ms. Repp indicated that they will be putting a booth together for elections, the health fair, etc. as well as school recreation guides to try to get the word out.

LeBrun moved, West seconded, to approve the 2016 Room Tax Request from the City of Antigo, Langlade County Economic Development Corporation, and Antigo/Langlade County Chamber of Commerce in the amount of \$119.81 for 2016. Carried 6-0, Absent 1.

APPROVED

2. Any Other Matters Authorized by Law to be Discussed

Mayor Brandt commented on his disappointment with the lack of winter conditions noting that the sled dog activity did not happen this winter because of the lack of snow.

Mayor Brandt noted the financial statement was distributed and the Commission does have money to be utilized if events qualify.

INFORMATION ONLY

3. Adjournment

Hardin moved, LeBrun seconded, to adjourn at 8:37 a.m. Carried 6-0, Absent 1.

Bill Brandt, Chairperson

Date