

**CITY OF ANTIGO  
HOTEL/MOTEL ROOM TAX COMMISSION MEETING  
MAY 25, 2016**

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

Members Absent: Alderperson T. Bauknecht and David West

Others Present: Rhonda Klement, Langlade County Fair Association; 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.

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**1. 2016 Room Tax Request Proposal**

Langlade County Fair Association submitted a Hotel/Motel Room Tax Commission Application to Solicit Funds for the Langlade County Fair to be held July 27-31, 2016.

The application advised there are approximately 10,000 local attendees but a total event attendance of approximately 20,000 – 25,000. This event does create a profit. She projects the number of overnight stays of 30-40 with performers, vendors, race fans and racers all utilizing hotels in town. The proceeds benefit 4-H, FFA, Optimists, Lions, Elks, Boys and Girls Club, Mens Group in Elcho, St. Johns, Trap Club.

The association is requesting \$5,000. They are attempting to expand their advertising coverage areas as well as utilizing a billboard on the south end of town to catch attention of travelers and utilizing Facebook.

The breakdown provided is as follows:

Radio		
	NRG Media	\$1500
	Results Broadcasting	\$1500
	Antigo, Shawano, Rhinelander	
Print		
	Langlade County Chamber book	\$320
	Antigo Shoppers Guide	\$450
	(front cover week of before fair)	
	Summer Guide	\$500
	Antigo Daily Journal	\$1000
	Wittenberg Shopper	\$500
	Merrill Shopper	\$1000
	4500 Brochures	\$700
	Mailing to area chambers	\$200
Website		\$600
Facebook		\$600
Billboard		<u>\$1800</u>
	TOTAL	\$10,670

Upon inquiry by Deena Grabowsky, Rhonda Klement, Langlade County Fair Association, noted that this is the current budget for advertising. If awarded the room tax request, they would be able to increase advertising.

Ms. Grabowsky indicated that she is concerned that the advertising is all local advertising. Ms. Klement noted that with WACD they are utilizing the Shawano and Rhinelander stations. She indicated that they do not advertise on the radio locally as they have a local presence.

Ms. Klement noted that the brochures are sent outside of the area. With their current budget, it does not allow her to advertise in the Wittenberg paper. These dollars would allow her to expand.

Upon inquiry by Rick LeBrun, Ms. Klement indicated that the billboard would be across from Quinlan's. She is hopeful that people traveling north will see it. The fair association noticed last year that people were pulling into the grounds that were unaware of what was going on.

Upon inquiry by Mr. LeBrun, Ms. Klement advised that there is no deadline for the Sprint Car Races. They can pull in that day. This is where the fair association draws people from the valley and lower Wisconsin. Mr. LeBrun indicated that this is what the Hotel/Motel Commission is for. Ms. Klement advised that with more advertising funds, she will be able to advertise more in the valley area.

Upon inquiry by Mr. LeBrun, Ms. Klement indicated that advertising begins July 1<sup>st</sup>.

Mayor Brandt noted that he does not have a problem with the radio advertising, the Langlade County Chamber Book, the Summer Guide, the brochures, the mailings, the website and Facebook. That alone comes to \$5,920 outside of the area. The matching funds if inside the area does not matter.

Ms. Grabowsky recommends that for future requests a list proposing what the money will be used for to reach further should be provided.

Brandt moved, LeBrun seconded, to approve the 2016 Room Tax Request from the Langlade County Fair Association in the amount of \$5,000 for 2016. Carried 5-0, Absent 2.

### **APPROVED**

Ms. Klement noted that the Room Tax Commission will be listed on the brochures as sponsors.

### **2. Any Other Matters Authorized by Law to be Discussed**

NONE

### **3. Adjournment**

Brandt moved, LeBrun seconded, to adjourn at 8:35 a.m. Carried 5-0, Absent 2.

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Bill Brandt, Chairperson

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Date