



CITY OF TWO RIVERS  
ROOM TAX COMMITTEE PROCEEDINGS  
November 14, 2023  
9:30 AM, 3rd Floor City Hall

**Call to Order**

The meeting was called to order at 9:30 AM.

**Roll Call**

Room Tax members present: Curt Andrews, Rick Carey, Bill LeClair, and Greg Buckley.

Absent: Peter Crabbe

Also, present were Jeff Dawson, Library Director and Elizabeth Runge, Community Development Director. Members of Explore Two Rivers: Rick Carey, Jeff Dawson, Brenda Koprowski, Gina Krahn, Joy Krieger, Nancy Nabak, Tonya Prosser, John Wyrostek. Absent and excused: Laura Prellwitz. Absent: Peter Crabbe

**Update on Room Tax Receipts**

The updated receipts presented are attached to these meeting notes.

**Report on Tourism Director Search**

The deadline for the recruitment is November 20, 2023. To date there have been 5 applications received.

**Consideration of a Proposed Budget for use of Room Tax Funds**

Greg Buckley presented the proposed budget and it is attached to the this document. There was discussion of creating an “opportunity fund” line item. This fund would be for capital or one-time funding requests based on a soon-to-be-created application criteria to assist event agencies seeking help. An example that was discussed is the upcoming Ornithology Conference to be held at Woodland Dunes. A request has been made but the question arose what budget does this type of request come from? If it will be outside of the budget allocation to Explore Two Rivers, then this Opportunity Fund could potentially be the funding source.

There were two funding request options submitted by the Washington House in response to a request to extend their hours of operation. A motion was made by Ric Carey in support of Option 1, seconded by Bill LeClair. The conditions of the motion were:

- Consideration by the Washington House of data that shows Wednesdays are the slowest day of shoppers, and Mondays are busiest and to look at the options of days open;
- This funding is a one time event.

The motion carried on a voice vote unanimously.

A motion was made Bill LeClair and seconded by Rick Carey to approve the budget with the addition of the opportunity fund with a \$20,000 amount budgeted. The motion carried on a voice vote unanimously.

**Update on Contract with Explore Two Rivers**

There was no update at this meeting.

**Discuss possible Grant Program for Explore Two Rivers**

This item is regarding capital or one-time funding requests based on a criteria to assist those requesting funds. Examples of programs that currently exist at other tourism entities were shared with the Room Tax Commissioners. The idea is to establish criteria to make consistent decisions. Staff will prepare a draft application for evaluation.

**Information: City Funding through TID 12 for Further Design on Conversion of City Owned Lift Building for Welcome Center**

A request for a proposal of 30 percent plans is the next step for the work to progress on the plans for this planned project. It is identified in TID 12.

**Adjournment**

A motion was made by Bill LeClaire and seconded by Peter Crabbe to adjourn. Motion carried on a voice vote.

Meeting adjourned at 11:50am.

Account Number	Account Title	12/31/22 Prior year Actual	01/01/23 Cur Year Budget	09/30/23 Year-to-date Actual	Proj YE	2024 Budget	Change from Prev Budget	Percent Change
	<b>COMMUNITY TOURISM FUND</b>							
	<b>REVENUES</b>							
258-48410	PROCEEDS FROM SALES	\$ -	\$ -	\$ -	\$ -	\$ -		
258-48900	OTHER REVENUES	\$ -	\$ -	\$ -	\$ -	\$ -		
258-48901	TR LOGOWEAR SALES	\$ 26,633	\$ 20,000	\$ 21,068	\$ 37,000	\$ 40,000	\$ 20,000	100.00%
258-49223	TRANS FROM OTHER FUNDS	\$ 218,016	\$ 184,000	\$ 161,760	\$ 191,760	\$ 211,400	\$ 27,400	14.89%
	<b>TOTAL REVENUES</b>	\$ 244,649	\$ 204,000	\$ 182,828	\$ 228,760	\$ 251,400	\$ 47,400	23.24%
	<b>EXPENDITURES</b>							
258-56700-1100	FULLTIME SALARIES	\$ -	\$ -	\$ 39,798	\$ 58,000	\$ 65,000		
258-56700-1270	WAGES-TEMPORARY or PT	\$ -	\$ -	\$ -	\$ -	\$ -		
258-56700-1310	WI RETIREMENT	\$ -	\$ -	\$ 2,706	\$ 4,100	\$ 6,062		
258-56700-1320	FICA	\$ -	\$ -	\$ 2,973	\$ 4,000	\$ 4,970		
258-56700-1330	HEALTH INSURANCE	\$ -	\$ -	\$ 3,252	\$ 5,250	\$ 22,600		
258-56700-1334	HEALTH INSURANCE OPT-OUT	\$ -	\$ -	\$ -	\$ -	\$ -		
258-56700-1340	LIFE INSURANCE	\$ -	\$ -	\$ 211	\$ 325	\$ 425		
258-56700-2100	PROFESSIONAL SERVICES--Tourism	\$ 45,042	\$ 200,346	\$ 29,663	\$ 40,000	\$ -		#VALUE!
258-56700-2130	PROFESSIONAL SERVICES	\$ 2,000	\$ -	\$ 1,485	\$ 1,485	\$ -		
258-56700-2900	OTHER SERVICES--	\$ 40,718	\$ 25,000	\$ 13,574	\$ 25,000	\$ 46,000	\$ 21,000	84.00%
	Wayside Maint. Billed by City		\$25,000					
	Visitor Info. by Main Street		\$12,000					
	Visitor Info by Washington		\$ 3,000					
	Supplemental Grant to TR Hist Soc/Wash. Hse.		\$ 6,000					
258-56700-2910	PRINTING/ADVERTISING	\$ 30,174	\$ -	\$ 18,224	\$ 25,000	\$ -		
258-56700-3110	POSTAGE	\$ 12	\$ -	\$ 135	\$ 200	\$ 300	\$ 300	
258-56700-3210	MEMBERSHIP & DUES	\$ -	\$ -	\$ 645	\$ 650	\$ 1,200	\$ 1,200	
258-56700-3220	PUBLICATIONS	\$ 14	\$ -	\$ -	\$ -	\$ -		
258-56700-3900	OTHER SUPPLIES	\$ -	\$ -	\$ 803	\$ 803	\$ 2,000	\$ 2,000	
258-56700-3901	TR LOGO EXPENSES	\$ 24,745	\$ 16,000	\$ 36,731	\$ 40,000	\$ 35,000	\$ 19,000	118.75%
258-56700-5310	RENT/LEASE	\$ -	\$ -	\$ -	\$ -	\$ -		
258-56700-5970	TRANSFER TO OTHER FUNDS	\$ -	\$ -	\$ -	\$ -	\$ -		
	\$30,000 for Beach Advisory System--City Parks Capital					\$ 30,000		
	\$70,000 to Explore Two Rivers Inc.--Tourism Development					\$ 70,000		
	<b>TOTAL EXPENDITURES</b>	\$ 142,705	\$ 241,346	\$ 150,200	\$ 204,813	\$ 283,557	\$ 42,211	17.49%
	<b>NET INCOME (LOSS)</b>	\$ 101,944	\$ (37,346)	\$ 32,627	\$ 23,947	\$ (32,157)	\$ 5,189	-13.89%
258-34100	Fund Balance, January 1	\$ 21,393	\$ 123,337	\$ 123,337	\$ 123,337	\$ 147,284		
	Fund Balance, December 31	\$ 123,337	\$ 85,991	\$ 155,964	\$ 147,284	\$ 115,127		

Account Number	Account Title	12/31/22	01/01/23	09/30/23	Proj YE	2024	Change	Percent
		Prior Year Actual	Cur Year Budget	Year-to-date Actual	Year	Budget	from Prev Budget	Change
	<b>TOURISM DEVELOPMENT FUND</b>							
	<b>REVENUES</b>							
259-41210	ROOM TAX - Hotels/Motels	\$ 210,619	\$ 270,000	\$ 134,064	\$ 190,000	\$ 190,000	\$ (80,000)	-29.63%
259-41211	Room Tax - Vacation Rentals	\$ 14,425	\$ -	\$ 14,678	\$ 20,000	\$ 22,000		
259-41212	Room Tax - Marketplace	\$ 66,670	\$ -	\$ 58,011	\$ 90,000	\$ 90,000		
259-49210	TRANSFER FROM GEN FUND	\$ -	\$ -	\$ -	\$ -	\$ -		
	<b>TOTAL REVENUES</b>	\$ 291,714	\$ 270,000	\$ 206,753	\$ 300,000	\$ 302,000	\$ 32,000	11.85%
	<b>EXPENDITURES</b>							
259-56700-2900	OTHER SERVICES	\$ 13,761	\$ 5,000	\$ 3,902	\$ 3,902	\$ -		
259-56700-2910	PRINTING/ADVERTISING	\$ 750	\$ -	\$ 1,785	\$ 1,785	\$ -		
259-56700-5950	TRANSFER TO GENERAL FUND	\$ 22,205	\$ 54,000	\$ 13,966	\$ 56,400	\$ 60,600	\$ 6,600	12.22%
259-56700-5960	TRANSFER TO GF-BIKETRAIL MAINT	\$ 36,316	\$ 27,000	\$ 25,157	\$ 28,200	\$ 30,000	\$ 3,000	11.11%
259-56700-5970	TRANSFER TO OTHER FUNDS	\$ 218,016	\$ 184,000	\$ 161,760	\$ 191,760	\$ 211,400	\$ 27,400	14.89%
	<b>TOTAL EXPENDITURES</b>	\$ 291,048	\$ 270,000	\$ 206,570	\$ 282,047	\$ 302,000	\$ 32,000	11.85%
	<b>NET INCOME (LOSS)</b>	\$ 666	\$ -	\$ 182	\$ 17,953	\$ -		
259-34100	Fund Balance, January 1	\$ (4,414)	\$ (3,749)	\$ (3,749)	\$ (3,749)	\$ 14,204		
	Fund Balance, December 31	\$ (3,749)	\$ (3,749)	\$ (3,567)	\$ 14,204	\$ 14,204		