

MINUTES ARE NOT OFFICIAL UNTIL NEXT SUBSEQUENT MEETING

TOURISM COMMISSION MEETING MINUTES
VILLAGE OF NEW GLARUS
11/3/10

Meeting was called to order at 3:00 p.m. by Chair Brenda Siegenthaler. PRESENT: Brenda Siegenthaler, Mike Nevil and Jim Salter. Absent: Brad Beal. Also present: Susie Weiss and Dave Mosher (Chamber of Commerce) Eric Goebli and Administrator Nicholas Owen.

AGENDA: Motion by Mike Nevil, second by Jim Salter to approve the 11/3/10 agenda. Motion carried.

MINUTES: Motion by Brenda Siegenthaler to approve the 1/12/10 minutes, second by Mike Nevil. Motion carried.

Consideration of Room Tax Fee: Administrator Owen provided an update on the request from the Village board of using a .5% increase in the room tax fee to fund operations of the Chalet of the Golden Fleece and that the Village would still be in compliance with the state requirements for use of room tax. The committee reviewed a breakdown of how the Chamber used the room tax fee to date in 2010. Mike Nevil stated he is opposed to the increase and felt the better use is for the Village to work with the Swiss Historical Village on the long-term operations and moving the Chalet to the Historical Village. Motion by Mike Nevil to recommend keeping the room tax at 5%, second by Brenda Siegenthaler. Motion carried.

ADJOURN: Motion by Mike Nevil to adjourn, second by Jim Salter. Motion carried. Time 3:25 p.m.

Nicholas Owen, Administrator

TOURISM COMMISSION MEETING MINUTES
VILLAGE OF NEW GLARUS
1/12/10

Meeting was called to order at 6:40 p.m. by Acting Chair Brad Beal. PRESENT: Brad Beal, Mike Nevil and Jim Salter. Absent: Ken Engelke and Brenda Siegenthaler. Also present: Chamber of Commerce Administrator Susie Weiss and Administrator Nicholas Owen.

AGENDA: Motion by Jim Salter, second by Mike Nevil to approve the 1/12/10 agenda. Motion carried.

MINUTES: Motion by Mike Nevil, second by Jim Salter to approve the 10/14/08 minutes. Motion carried.

ROOM TAX REPORT: Committee reviewed a report detailing how room tax dollars have been spent in 2009. In 2009 the room tax was increased from 3% to 5%, producing an income of \$47,551.84. Of that total: \$27,600 was spent on marketing over 100 miles away, \$5,900 on marketing local or other, \$2,100 on websites, \$7,150 on mailing visitor guides and \$4,800 on salaries. The 2010 Visitor Guide's will also be available on the Chamber's website; hopefully this will help reduce the cost of mailing. Motion by Mike Nevil to keep the room tax at 5% for 2010, 2nd by Brad Beal. Motion carried.

ADJOURN: Motion by Jim Salter, second by Mike Nevil to adjourn. Motion carried. Time 6:55 p.m.

Nicholas Owen, Administrator

MINUTES ARE NOT OFFICIAL UNTIL NEXT SUBSEQUENT MEETING