

CITY OF TWO RIVERS
Room Tax Commission
Thursday, May 20, 2021
10:00 AM
Council Chambers, City Hall

1. Call to Order

The meeting was called to order by Commission member Mark Bittner at 10:02 AM.

2. Roll Call

Committee Members present: Curt Andrews, Mark Bittner, Greg Buckley, Bill LeClair and Jim VanLanen, Jr.

3. Status of 2021 Tourism Marketing Activities

Curt Andrews reported that the Branding and Marketing Committee had met the evening prior to this meeting, and that the committee's work is focused on promotion of Summer 2021 activities. He added that \$1,5000 in donations have been received for the second annual Celebrate Two Rivers.

Greg Buckley noted the room tax revenues through April totaled just over \$34,000; this compares with just over \$19,000 at this time last year. He stated that, in addition to the positive impact of adding a new hotel, there are significant room tax revenues attributable to vacation rentals. He added that the reports from booking services like AirBnB lack detail as to which properties the room taxes are attributable to.

Mark Bittner volunteered to look further into the reporting practices of booking entities like AirBnB.

4. Consider Authorizing Contract with Vision Architecture for Design Services Relative to Possible Re-Use of Water Department High Lift Building for Welcome Center and Trailhead Facility

It was the consensus of commission members to defer this matter to a later agenda.

5. Closed Executive Session

At 10:12 AM, Bill LeClair moved, supported by Curt Andrews, to enter into closed session per Wisc. Stats. Section 19.85(1)(e), deliberating or negotiating the purchasing of public properties, the investing of public fund, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session.

Topic: Discuss negotiations with the City of Manitowoc and the Manitowoc Area Visitor and Convention Bureau, related to a successor to the current Tourism Services Agreement—Current Agreement Expires December 31, 2021

The motion was approved by the following roll call vote. Voting yes: Curt Andrews, Mark Bittner, Greg Buckley, Bill LeClair and Jim VanLanen, Jr. Voting no: none.

6. Reconvene in Open Session—Possible Action in Follow-Up to Closed Session Discussions

Bill LeClair moved, supported by Curt Andrews, to adjourn the closed session and reconvene in open session at 11:22 AM. The motion was approved by voice vote, without dissent.

Action in Follow-Up to Closed Session Discussions

Curt Andrews moved, supported by Bill LeClair, to authorize City Manager Buckley to sign a joint letter with Manitowoc Mayor Nickels, notifying the Manitowoc Area Convention and Visitor Bureau of the intent of the room tax commissions of the two cities to not renew the current Tourism Services Agreement; provided further that if there is not a joint letter, then Two Rivers shall send its own letter to the MAVCB and to the Manitowoc Room Tax Commission, informing them of Two Rivers' intent not to renew the agreement.

It was noted that such notice must be provided before June 1, or the current Tourism Services Agreement automatically renews for a three-year term.

The motion was approved by the following roll call vote. Voting yes: Curt Andrews, Mark Bittner, Greg Buckley, Bill LeClair and Jim VanLanen, Jr. Voting no: none.

7. Set Date and Time for Next Meeting of Room Tax Commission

It was agreed to schedule the next Room Tax Commission meeting for 10:00 AM on Thursday, June 10.

This will follow the next meeting between representatives of the Two Rivers and Manitowoc Room Tax Commissions (Andrews and Buckley from Two Rivers with Justin Nickels and Steve Czekala from Manitowoc, along with City Attorneys Jack Bruce from Two Rivers and Kathleen McDaniel from Manitowoc), to be held at 3:00 PM on June 7.

8. Adjournment

Curt Andrews moved, supported by Bill LeClair, to adjourn the meeting at 11:26M. The motion was approved by voice vote, without dissent.

Respectfully Submitted,

Gregory E. Buckley
City Manager/Room Tax Commission Member