

AGENDA
TOURISM COMMISSION MEETING

Thursday, November 8, 2018 at 6:30 p.m.
Jackson Village Hall
N168W20733 Main Street
Jackson, WI 53037

1. Call to Order & Roll Call.
2. Approval of Minutes for the October 24, 2017, meeting.
3. Review of 2018 Revenues and Expenditures of Hotel / Motel Tax.
4. Presentations by Tourism Entities.
5. Review and Action on 2019 Budget for Hotel / Motel Tax.
6. Citizens to address the Tourism Commission.
7. Adjourn.

Persons with disabilities requiring special accommodations for attendance at the meeting should contact the Village Hall at least one (1) business day prior to the meeting. It is possible that members of the Village Board may attend the above meeting.

No action will be taken by any governmental body at this meeting other than the governmental body specifically referred to in this meeting notice. This notice is given so that members of the Village Board may attend the meeting without violating the open meeting law.

DRAFT MINUTES
Tourism Commission
October 24, 2017 – 7:00 pm
Jackson Village Hall
N168 W20733 Main Street
Jackson, WI 53037

1. Call to Order and Roll Call

Pres. Schwab called the meeting to order at 7:00 p.m.

Members Present: Pres. Schwab, Larry Hamlin, Sarah Malchow, Kelly Valentino, and John Walther

Others Present: Tr. Emmrich, Tr. Kurtz, Tr. Olson, Chief Dolnick, Brian Kober, Jim Micech, and Chief Swaney.

2. Approval of Minutes for October 18, 2016 Meeting

Motion by Kelly Valentino, second by Sarah Malchow to approve the minutes of the October 18, 2016 meeting.

Vote: 5 ayes, 0 nays. Motion carried.

3. Review of 2017 Revenues and Expenditures of Hotel/Motel Room Tax

The 2017 revenues and expenditures were reviewed.

4. Presentations by Tourism Entities

Kelly Valentino distributed handouts from Elaine Motl of the Washington County Convention and Visitor's Bureau. Changes to Action in Jackson for 2018 were discussed.

5. Review and Action on 2018 Budget for the Hotel/Motel Room Tax

The 2018 budget was reviewed.

Motion by Sarah Malchow, second by Larry Hamlin to increase the Washington County Convention & Visitor Bureau amount by \$500 to a total amount of \$5,000.

Vote: 5 ayes, 0 nays. Motion carried.

Motion by Sarah Malchow, second by President Schwab to approve the 2018 budget with the change.

Vote: 5 ayes, 0 nays. Motion carried.

6. Citizens to address the Tourism Commission.

Tr. Emmrich commented on the fireworks. Casey Latz commented on Action in Jackson.

7. Adjourn.

Motion by Pres. Schwab, second by John Walther to adjourn.

Vote: 5 ayes, 0 nays. Meeting adjourned at 7:14 p.m.

2019 COMMUNITY EVENTS, ADVERTISING & ENTERTAINMENT BUDGET

Submitted To: The Jackson Tourism Commission

Draft

JACKSON PARKS & RECREATION

Monte Carlo Night	
<i>Advertising, Entertainment, Game Co., Pipe & Drape</i>	\$6,500.00
Events Calendars & Misc. events	
<i>General Ads</i>	\$840.00
Misc. Events & New Programs	
<i>Advertising</i>	\$650.00
Spring Adult Leagues	
<i>Display Ad</i>	\$415.00
Youth Fish Derby	
<i>Advertising</i>	\$800.00
Beer Garden	
<i>Advertising & Entertainment</i>	\$7,000.00
Ghoul Gala	
<i>Advertising</i>	\$650.00
Kids Rummage & Cookies with Santa	
<i>Advertising</i>	\$1,400.00
	\$18,255.00

JACKSON FESTIVALS, INC. (Action in Jackson)

Action In Jackson	
<i>Advertising, Banners, Sponsor Boards</i>	\$3,500.00
Action In Jackson Fireworks	
<i>*new for 2018 -portion of fireworks (replaces \$ for parade)</i>	\$7,000.00
	\$10,500.00

FRIENDS OF JACKSON PARKS & RECREATION

Glo Run	
<i>Advertising & Entertainment</i>	\$3,000.00

WASHINGTON COUNTY CONVENTION & VISITORS BUREAU

Annual Contribution	\$5,000
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VILLAGE WELCOME & EVENT SIGNS (WeEnergies Lighting Costs)

\$3,000

HWY 60 STREET POLE BANNERS

\$6,000.00

VILLAGE WEBSITE

Website - New Design and Maintenance Fees	6,500.00
Quarterly (Printing, Folding & Postage)	4,400.00
	\$10,900.00

Total Budget 2018: \$56,655.00

(2015 Revenue \$46,117.56)

(2016 Revenue \$50,346.00)

(2017 Revenue \$53,487.87)