

APPROVED MINUTES
Tourism Commission Meeting
Tuesday, November 10, 2020 at 6:00 p.m.
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 6:05 p.m.

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

Staff Present: Clerk Jilline Dobratz

2. Approval of Minutes for October 24, 2019 Meeting

Motion by Kelly Valentino, second by Pres. Schwab to approve the minutes of the October 24, 2019 meeting.

Vote: 5 ayes, 0 nays. Motion carried.

3. Review of 2020 Revenues and Expenditures of Hotel/Motel Tax

The 2020 revenues and expenditures were reviewed. Kelly Valentino gave a report on the 2020 Monte Carlo event. COVID has prevented all other events this year. Next year directional signs will be installed along the Main Street corridor to promote the Village. Motion by Sarah Malchow, second by Pres. Schwab to accept the verbal report of the 2020 revenues and expenditures.

Vote: 5 ayes, 0 nays. Motion carried.

4. Presentations by Tourism Entities

Kelly Valentino distributed handouts on behalf of Elaine Motl of the Washington County Convention and Visitor's Bureau.

5. Review and Action on 2021 Budget for the Hotel/Motel Tax

The 2021 budget was reviewed.

Motion by Pres. Schwab, second by Sarah Malchow to approve the 2021 budget as presented.

Vote: 5 ayes, 0 nays. Motion carried.

6. Citizens to address the Tourism Commission.

None.

7. Adjourn.

Motion by Pres. Schwab, second by Sarah Malchow to adjourn.

Vote: 5 ayes, 0 nays. Meeting adjourned at 6:20 p.m.

Respectfully submitted:

Jilline Dobratz, *CMC/WCMC*
Village Clerk