

AGENDA
TOURISM COMMISSION MEETING

Monday, October 18, 2021 at 6:00 p.m.
Jackson Village Hall
N168 W20733 Main Street
Jackson, WI 53037

1. Call to Order and Roll Call
2. Approval of Minutes for the Tourism Commission Meeting of November 10, 2020
3. Review of 2021 Revenues and Expenditures of Hotel / Motel Tax
4. Presentations by Tourism Entities
5. Review and Action on 2022 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 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

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

2022 COMMUNITY EVENTS, ADVERTISING & ENTERTAINMENT BUDGET

Submitted To: The Jackson Tourism Commission

JACKSON PARKS & RECREATION

Monte Carlo Night	
<i>Advertising, Entertainment, Game Co., Pipe & Drape</i>	\$7,200.00
Events Calendars & Misc. events	
<i>General Ads</i>	\$1,200.00
Youth Fish Derby	
<i>Advertising</i>	\$800.00
Beer Garden	
<i>Advertising & Entertainment</i>	\$8,000.00
Ghoul Gala	
<i>Advertising</i>	\$1,200.00
Holiday Tree Lighting Event	
<i>Advertising & Annual Tree Contract (DJF)</i>	\$7,500.00
	\$25,900.00

JACKSON FESTIVALS, INC. (Action in Jackson)

Action In Jackson	
<i>Advertising, Banners, Sponsor Boards</i>	\$3,000.00
Action In Jackson - General Event Sponsor	\$5,000.00
	\$8,000.00

FRIENDS OF JACKSON PARKS & RECREATION

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

WASHINGTON COUNTY CONVENTION & VISITORS BUREAU

Annual Contribution - \$1,000 increase as discussed in 2020	\$6,000.00
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VILLAGE WELCOME & EVENT SIGNS (WeEnergies Lighting Costs)

\$3,500.00

VILLAGE WEBSITE

Website - New Design and Maintenance Fees	6,500.00
Quarterly (Printing, Folding & Postage)	3,000.00
	\$9,500.00

Total Estimated Budget 2022: \$55,900.00

(2015 Revenue \$46,117.56)

(2016 Revenue \$50,346.00)

(2017 Revenue \$53,487.87)

(2018 Revenue \$52,918.97)

*(2019 Revenue \$48,483.82) *covid*

*(2020 Revenue \$36,552.86) *covid*

(Fund Balance as of 10/2021: \$272,556.40)

Potential Additional Fund Balance Projects in 2022

* Village Directional Signs (\$50,000)

* Unforeseen Promotion Type Items at Munciple Complex
(\$15,000)

10/12/2021 11:26 AM
 Dated From: 1/01/2021
 Thru: 10/12/2021

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Fund # 150 - HOTEL / MOTEL

				Debit	Credit
150-00-51100-395-000 HOTEL/MOTEL ROOM TAX					
Posting Date	Type	Transaction Number	Date		
1/08/2021	JE	JE-1316	1/08/2021	DECEMBER 2020 POSTAGE ADJUSTMENT DEC POSTAGE ADJUSTMENT	327.70
1/31/2021	JE	JE-1320	1/29/2021	2021 JANUARY POSTAGE ADJUSTMENT JAN POSTAGE ADJUSTMENT	
2/12/2021	DIS	102465	2/12/2021	KRUEPKE PRINTING 4TH QTR CALENDARS 155314	204.00
2/12/2021	DIS	102465	2/12/2021	KRUEPKE PRINTING 4TH QTR QUARTERLY NEWSLETTER 155315	366.00
2/12/2021	DIS	102465	2/12/2021	KRUEPKE PRINTING 4TH QUARTER STUFF/SEAL WATER BILLS 155315	246.50
2/28/2021	JE	JE-1321	2/28/2021	FEB 2021 POSTAGE ADJUSTMENT FEB POSTAGE ADJUSTMENT	
3/05/2021	DIS	102698	3/05/2021	WE ENERGIES GROUP BILL #0400-824-339 / HOTELMOTEL 02012021	145.75
3/19/2021	DIS	102602	3/19/2021	WE ENERGIES GROUP BILL #0400-824-339 / HOTELMOTEL 030121	124.24
4/09/2021	DIS	102933	4/09/2021	WE ENERGIES GROUP BILL #0400-824-339 / HOTELMOTEL 040121	133.95
4/23/2021	DIS	103039	4/23/2021	KRUEPKE PRINTING 1ST QTR 2021 CALENDARS 156598	204.00
4/23/2021	DIS	103039	4/23/2021	KRUEPKE PRINTING 1ST QTR 2021 / QUARTERLY NEWSLETTER 156599	366.00
4/28/2021	JE	JE-1335	4/01/2021	MARCH POSTAGE ADJUSTMENT MAR POSTAGE ADJUSTMENT	
4/30/2021	JE	JE-1342	4/30/2021	APRIL POSTAGE ADJUSTMENT APRIL POSTAGE ADJUSTMENT	
5/21/2021	DIS	103191	5/21/2021	B&L GRAPHIC SOLUTIONS JUNE EVENT PROMOTION SIGNS / REC 29450	150.00
5/21/2021	DIS	103242	5/21/2021	WE ENERGIES GROUP BILL #0719339703-00006 /HOTELMOTEL 3704991620	274.62
6/03/2021	JE	JE-1387	6/03/2021	MAY POSTAGE ADJUSTMENT MAY POSTAGE ADJUSTMENT	
6/04/2021	DIS	103300	6/04/2021	EXPRESS NEWS ACCT #7076 / MAY 2021 EVENT ADS / REC 153490	350.00
6/04/2021	DIS	103300	6/04/2021	EXPRESS NEWS ACCT #7076 / MAY 2021 EVENT ADS / REC 153491	369.00
6/11/2021	DIS	103361	6/11/2021	LABINSKI, CARRIE ACTION IN JACKSON PERFORMANCE / 06-11-21	250.00

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Fund # 150 - HOTEL / MOTEL				Debit	Credit
150-00-51100-395-000 - HOTEL/MOTEL ROOM TAX					
			060721		
6/11/2021	DIS	103361	6/11/2021	LABINSKI, CARRIE	250.00
				ACTION IN JACKSON PERFORMANCE / 06-12-21	
			060721		
6/11/2021	DIS	103388	6/11/2021	WE ENERGIES	244.74
				GROUP BILL #0400-824-339 / HOTELMOTEL	
				3721388495	
6/18/2021	DIS	103420	6/18/2021	LIQUID CRUSH LLC	1,000.00
				BEER GARDEN MUSICIAN / 6-19-21 / REC	
			061921		
6/18/2021	DIS	103422	6/18/2021	OLD SCHOOL PRODUCTIONS, LLC	1,800.00
				BEER GARDEN MUSICIAN / 06-18-21	
			35		
6/18/2021	DIS	103428	6/18/2021	STERN, BRAD	500.00
				BEER GARDEN MUSICIAN / 06-17-21	
			061721		
6/25/2021	DIS	103452	6/25/2021	CULPEPPER & MERRIWEATHER CIRCUS	280.00
				AUG 26-27, 2021 CIRCUS / REC	
			2021		
6/25/2021	DIS	103455	6/25/2021	EXPRESS NEWS	300.00
				ACCT #7076 / MAY 2021 EVENT ADS / REC	
			153937		
6/25/2021	DIS	103455	6/25/2021	EXPRESS NEWS	350.00
				ACCT #7076 / MAY 2021 EVENT ADS / REC	
			153938		
6/25/2021	DIS	103455	6/25/2021	EXPRESS NEWS	650.00
				ACCT #7076 / JUNE 2021 EVENT ADS / REC	
			154180		
6/25/2021	DIS	103455	6/25/2021	EXPRESS NEWS	389.00
				ACCT #7076 / JUNE 2021 EVENT ADS / REC	
			154306		
6/25/2021	DIS	103473	6/25/2021	PORT PUBLICATIONS, INC.	650.00
				JUNE 2021 EVENT ADS / REC	
			00166964		
6/25/2021	DIS	103473	6/25/2021	PORT PUBLICATIONS, INC.	1,100.00
				JUNE 2021 EVENT ADS / REC	
			00166855		
6/30/2021	JE	JE-1395	6/30/2021	JUNE POSTAGE ADJUSTMENT	
				JUNE POSTAGE ADJUSTMENT	
7/02/2021	DIS	103523	7/02/2021	WE ENERGIES	240.76
				GROUP BILL #0400-824-339 / HOTELMOTEL	
				3759041010	
7/09/2021	DIS	103534	7/09/2021	ENTERTAINMENT COMPANY LLC, THE	2,500.00
				JUNE 11, 2021 / 5 CARD STUDS	
			TEC062021		
7/09/2021	DIS	103534	7/09/2021	ENTERTAINMENT COMPANY LLC, THE	2,000.00
				JUNE 12, 2021 / TOTALLY NEON	
			TEC062021		
7/16/2021	DIS	103594	7/16/2021	WTKM	700.00
				ACCT #1099 / JUNE 2021 EVENT ADS / REC	
			1099210629476		
7/23/2021	DIS	103598	7/23/2021	APPLETON SIGN COMPANY	25,254.60

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Fund # 150 - HOTEL / MOTEL

Debit Credit

150-00-51100-395-000 - HOTEL/MOTEL ROOM TAX

				LED ELECTRONIC SIGN / MUNICIPAL COMPLEX			
				210624-1			
7/29/2021	JE	JE-1419	7/29/2021	JULY POSTAGE ADJUSTMENT			
				JULY POSTAGE ADJUSTMENT			
7/30/2021	DIS	103648	7/30/2021	B&L GRAPHIC SOLUTIONS		170.00	
				NATL NIGHT OUT SIGNS / JPD			
				29830			
7/30/2021	DIS	103658	7/30/2021	CONLEY MEDIA, LLC		2,180.00	
				ACCT #201353 / JUNE 2021 VILLAGE EVENTS			
				2013530621			
7/30/2021	DIS	103662	7/30/2021	EXPRESS NEWS		650.00	
				ACCT #7076 / CIRCUS AD / REC			
				155065			
7/30/2021	DIS	103677	7/30/2021	KRUEPKE PRINTING		204.00	
				2ND QTR 2021 CALENDARS			
				158380			
7/30/2021	DIS	103677	7/30/2021	KRUEPKE PRINTING		366.00	
				2ND QTR 2021 / QUARTERLY NEWSLETTER			
				158381			
8/13/2021	DIS	103822	8/13/2021	WE ENERGIES		184.41	
				GRP ACCT 0719339703-00006 / HOTEL MOTEL			
				3795395188			
8/31/2021	JE	JE-1420	8/31/2021	AUGUST POSTAGE ADJUSTMENT			
				AUGUST POSTAGE ADJUSTMENT			
9/03/2021	DIS	103882	9/03/2021	EXPRESS NEWS		490.00	
				ACCT #7076 / CIRCUS AD / REC			
				155631			
9/03/2021	DIS	103913	9/03/2021	WASHINGTON CTY CONVENTION & VISITORS BUREAU		5,000.00	
				2021 TOURISM PARTNERSHIP			
				2021-8			
9/10/2021	DIS	103926	9/10/2021	CONLEY MEDIA, LLC		540.00	
				ACCT #201353 / AUG 2021 VILLAGE EVENTS			
				2013530821			
9/10/2021	DIS	103964	9/10/2021	WE ENERGIES		162.87	
				GRP ACCT 0719339703-00006 / HOTEL MOTEL			
				3831825196			
9/24/2021	DIS	104024	9/24/2021	AMAZON CAPITAL SERVICES		122.97	
				PERSONALIZED BUSINESS PENS / ADMIN			
				1YG3-YKLH-CG73			
9/30/2021	JE	JE-1439	9/30/2021	SEPTEMBER POSTAGE ADJUSTMENT			
				SEPTEMBER POSTAGE ADJUSTMENT			
10/01/2021	DIS	104054	9/30/2021	APPLETON SIGN COMPANY		25,254.60	
				LED ELECTRONIC SIGN / MUNICIPAL COMPLEX			
				210624-2			
10/07/2021	DIS	104094	10/07/2021	B&L GRAPHIC SOLUTIONS		255.00	
				FLOOR ARROWS / MUNI COMPLEX OPEN HOUSE			
				30379			
10/07/2021	DIS	104111	10/07/2021	EXPRESS NEWS		500.00	
				ACCT #7076 / GLO RUN / REC			
				156241			
10/07/2021	DIS	104111	10/07/2021	EXPRESS NEWS		479.00	
				ACCT #7076 / CIRCUS / REC			

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Fund # 150 - HOTEL / MOTEL

Debit

Credit

150-00-51100-395-000 - HOTEL/MOTEL ROOM TAX

Date	Type	Account	Date	Description	Debit	Credit
				156519		
10/07/2021	DIS	104114	10/07/2021	FLUX ENTERTAIN LLC ENTERTAINMENT / GLO RUN 10-09-21 / REC 100921	1,500.00	
10/07/2021	DIS	104145	10/07/2021	PORT PUBLICATIONS, INC. 5K GLO RUN EVENT ADS / REC 00167786	1,100.00	
10/07/2021	DIS	104173	10/07/2021	WE ENERGIES GRP ACCT 0719339703-00006 / HOTEL MOTEL 3868358524	152.58	
				Ending Balance:	81,062.29	

Fund Totals:

Beginning

0.00

0.00

81,062.29

0.00

Ending

81,062.29

0.00

Fund Balance Project \$50,509.²⁰
 (Municipal Complex Sign) _____
 \$30,553.⁰⁹

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ACCT

Fund # 150 - HOTEL / MOTEL

Debit Credit

150-00-41210-000-000		HOTEL/MOTEL ROOM TAX			
Posting Date	Type	Transaction Number	Date		
1/19/2021	RCP	238957	1/19/2021	RECEIVABLES	511.56
				Q4 2020 LODGING TAX / CK #81363	
1/20/2021	RCP	238990	1/20/2021	AMA HOSPITALITY, INC.	6,271.72
				4TH QTR 2020 LODGING TAX / CK #8481	
1/28/2021	RCP	239804	1/28/2021	JACKSON MOTEL LLC	153.30
				4TH QTR 2020 ROOM TAX / CK #6315	
4/22/2021	RCP	242797	4/22/2021	EXPEDIA INC	502.97
				Q1 2021 HOTEL-MOTEL ROOM TAX	
4/28/2021	RCP	243319	4/28/2021	JACKSON MOTEL LLC	54.80
				1ST QTR 2021 ROOM TAX / CK #6358	
4/30/2021	RCP	243612	4/30/2021	AMA HOSPITALITY, INC.	5,951.57
				1ST QTR 2021 LODGING TAX / CK #8490	
7/22/2021	RCP	246110	7/22/2021	EXPEDIA INC	460.62
				Q2 2021 HOTEL-MOTEL ROOM TAX / CK#86343	
7/29/2021	RCP	246706	7/29/2021	AMA HOSPITALITY, INC.	10,669.23
				2ND QTR 2021 LODGING TAX / CK #8500	
7/29/2021	RCP	246707	7/29/2021	JACKSON MOTEL LLC	135.68
				2ND QTR 2021 ROOM TAX / CK #6399	
				Ending Balance:	24,711.45

Fund Totals:	Beginning	0.00	0.00
		0.00	24,711.45
	Ending	0.00	24,711.45

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From Account: 100-00-43115-000-000

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Thru Account: 100-00-43115-000-000

Fund # 100 - GENERAL FUND

Debit

Credit

100-00-43115-000-000

HOTEL/MOTEL LICENSE

Posting Date	Type	Transaction Number	Date	Description	Debit	Credit
5/25/2021	RCP	244887	5/25/2021	RECEIVABLES 2021-2022 HOTEL/MOTEL LICENSE / CK#6368		150.00
6/01/2021	RCP	245039	6/01/2021	AMA HOSPITALITY, INC. 2021-2022 HOTEL/MOTEL LICENSE / CK #8494		150.00
Ending Balance:						300.00

Fund Totals:

Beginning

0.00

0.00

Ending

0.00

300.00

0.00

300.00

Fund Balance

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Thru Account: 150-00-32100-000-000

Fund # 150 - HOTEL / MOTEL

Debit

Credit

150-00-32100-000-000

HOTEL / MOTEL FUND BALANCE

Posting	Transaction			
Date	Type	Number	Date	
1/01/2021	BAL		2/17/2021	Beginning Balances Posted 02/17/2021 From Account 150-00-32100-000-000
				Ending Balance:
				272,556.40

Fund Totals:

Beginning

0.00

0.00

0.00

272,556.40

Ending

0.00

272,556.40