

APPROVED MINUTES
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

Pres. Schwab called the meeting to order at 6:05 p.m.

Members Present: Pres. Schwab, Larry Hamlin, Administrator Jen Keller, and Parks & Recreation Director Kelly Valentino

Member Excused: Sarah Malchow

Village Board Members Present: Trustees Heckendorf and Kruepke

Staff Present: Director of Public Works Brain Kober and Clerk Jilline Dobratz

2. Approval of Minutes for November 10, 2020 Meeting

Motion by Pres. Schwab, second by Larry Hamlin to approve the minutes of the November 10, 2020 meeting.

Vote: 4 ayes, 0 nays. Motion carried.

3. Review of 2021 Revenues and Expenditures of Hotel/Motel Tax

Administrator Keller explained the 2020 audit isn't completed and year-end journal entries haven't been made. Some of the numbers may change. Parks & Recreation Director Valentino commented they budget conservatively.

4. Presentations by Tourism Entities

Parks & Recreation Director Valentino spoke on the Washington County Convention & Visitor Bureau budget increasing from \$5,000.00 to \$6,000.00. They provide tourism for the entire county. Parks & Recreation will have very similar events. The Village website was not spent and will be brought back next year. The fund balance account was explained.

5. Review and Action on 2022 Budget for the Hotel/Motel Tax

The 2022 budget was reviewed.

Motion by Larry Hamlin, second by Pres. Schwab to approve the 2022 budget as presented.

Vote: 4 ayes, 0 nays. Motion carried.

6. Citizens to address the Tourism Commission.

None.

7. Adjourn.

Motion by Pres. Schwab, second by Larry Hamlin to adjourn.

Vote: 4 ayes, 0 nays. Meeting adjourned at 6:08 p.m.

Respectfully submitted:

Jilline Dobratz, *CMC/WCPC*
Village Clerk