

AGENDA
TOURISM COMMISSION MEETING
Monday, October 24, 2022 at 5:30 p.m.
Jackson Municipal Complex
N168W19851 Main Street
Jackson, WI 53037

1. Call to Order and Roll Call
2. Approval of Minutes for the Tourism Commission Meeting of October 18, 2021
3. Review of 2022 Revenues and Expenditures of Hotel / Motel Tax
4. Presentations by Tourism Entities
5. Review and Action on 2023 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 Administration Office at the Jackson Municipal Complex 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
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

Fund: 150 - HOTEL / MOTEL

Account Number		2022 September	2022 Actual 09/30/2022	2022 Budget	Budget Status	% of Budget
150-00-41210-000-000	HOTEL/MOTEL - ROOM TAX	0.00	32,272.93	40,000.00	-7,727.07	80.68
=====						
	TAXES	0.00	32,272.93	40,000.00	-7,727.07	80.68
=====						
	Total Revenues	0.00	32,272.93	40,000.00	-7,727.07	80.68
=====						

Fund: 150 - HOTEL / MOTEL

Account Number		2022 September	2022 Actual 09/30/2022	2022 Budget	Budget Status	% of Budget
150-00-51100-395-000	HOTEL/MOTEL - GENERAL	3,005.53	48,538.90	55,900.00	7,361.10	86.83
=====						
	GENERAL GOVERNMENT	3,005.53	48,538.90	55,900.00	7,361.10	86.83
=====						
	Total Expenses	3,005.53	48,538.90	55,900.00	7,361.10	86.83
=====						
Net Totals		-3,005.53	-16,265.97	-15,900.00	365.97	102.30

10/20/2022 1:26 PM
 Dated From: 1/01/2022
 Thru: 10/20/2022

Transactions Detail Report - Full Description

From Account: 150-00-41210-000-000
 Thru Account: 150-00-51100-395-000
 Type of Account: Active

Fund # 150 - HOTEL / MOTEL

Debit Credit

150-00-41210-000-000		HOTEL/MOTEL ROOM TAX			
Posting	Transaction				
Date	Type	Number	Date		
1/01/2022	JE	AUD-2128	1/01/2022	REVERSE ADJ MOTEL/HOTEL ROOM TAX TO ACTUAL TO ADJUST MOTEL/HOTEL ROOM TAX TO ACTUAL	4,603.16
1/26/2022	RCP	253345	1/26/2022	EXPEDIA INC Q4 2021 HOTEL-MOTEL ROOM TAX / CK#93373	910.41
1/27/2022	RCP	253280	1/27/2022	AMA HOSPITALITY, INC. 4TH QTR 2021 LODGING TAX / CK #8519	10,356.35
1/31/2022	RCP	253702	1/31/2022	JACKSON MOTEL LLC 4TH QTR 2021 ROOM TAX / CK #6483	272.98
4/20/2022	RCP	256045	4/20/2022	RECEIVABLES 1ST QTR MUNICIPAL ROOM TAX / CK #96206	649.15
5/02/2022	RCP	257055	5/02/2022	AMA HOSPITALITY, INC. 1ST QTR 2022 LODGING TAX / CK #8530	9,498.82
5/02/2022	RCP	257058	5/02/2022	JACKSON MOTEL LLC 1ST QTR 2022 ROOM TAX / CK #6524	314.71
7/22/2022	RCP	259587	7/22/2022	AMA HOSPITALITY, INC. 2ND QTR 2022 LODGING TAX / CK #8543	13,596.40
7/25/2022	RCP	259687	7/25/2022	EXPEDIA INC Q2 2022 HOTEL-MOTEL ROOM TAX / CK#99533	1,164.15
8/01/2022	RCP	260312	8/01/2022	JACKSON MOTEL LLC 2ND QTR 2022 ROOM TAX / CK #6567	113.12
				Ending Balance:	32,272.93

150-00-51100-395-000		HOTEL/MOTEL - GENERAL			
		HOTEL/MOTEL ROOM TAX			
Posting	Transaction				
Date	Type	Number	Date		
1/01/2022	JE	AUD-2124	1/01/2022	REVERSE ADJ TO RECORD ACCOUNTS PAYABLE ADJ TO RECORD ACCOUNTS PAYABLE	16,850.00
1/07/2022	DIS	46815	1/07/2022	DAVID J FRANK LANDSCAPE CONTRACTING INC 2021 HOLIDAY DECOR PAYMENT 2 OF 2 37248	16,850.00
1/30/2022	JE	JE-1503	1/30/2022	JANUARY POSTAGE ADJUSTMENT JANUARY POSTAGE ADJUSTMENT	
2/04/2022	DIS	47170	2/04/2022	KRUEPKE PRINTING 4TH QTR 2021 CALENDARS (3,150) 161487	206.00
2/04/2022	DIS	47170	2/04/2022	KRUEPKE PRINTING 4TH QTR 2021 NEWSLETTER (3,150) 161488	342.58
2/04/2022	DIS	47180	2/04/2022	OLD SCHOOL PRODUCTIONS, LLC ACTION IN JACKSON 06-10-22 / DEPOSIT 26	800.00
2/18/2022	DIS	47274	2/18/2022	CONLEY MEDIA, LLC SAVE THE DATE / MONTE CARLO / REC 2013530122	530.00
2/18/2022	DIS	47306	2/18/2022	WE ENERGIES GRP ACCT 0719339703-00006 / HOTEL MOTEL 4014513570	143.09
2/28/2022	JE	JE-1524	2/28/2022	FEBRUARY POSTAGE ADJUSTMENT FEBRUARY POSTAGE ADJUSTMENT	

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Type of Account: Active

Fund # 150 - HOTEL / MOTEL

Debit

Credit

150-00-51100-395-000 - HOTEL/MOTEL - GENERAL

Date	Type	Amount	Date	Description	Amount
3/11/2022	DIS	47416	3/11/2022	B&L GRAPHIC SOLUTIONS MONTE CARLO NIGHT POSTERS (50) / REC 31399	40.00
3/11/2022	DIS	47455	3/11/2022	WE ENERGIES GRP ACCT 0719339703-00006 / HOTEL MOTEL 4050554629	126.73
3/18/2022	DIS	47474	3/18/2022	CONLEY MEDIA, LLC AD 6X9 JAC 01-30-2022 / REC 2013530222	942.00
3/31/2022	JE	JE-1535	3/31/2022	MARCH POSTAGE ADJUSTMENT MARCH POSTAGE ADJUSTMENT	
4/01/2022	DIS	47576	4/01/2022	BIANCUZZO, RUSSELL 2022 MONTE CARLO NIGHT MUSICIAN / REC 2022	500.00
4/01/2022	DIS	47588	4/01/2022	EQUIPMENT RENTALS INC. MONTE CARLO NIGHT / DRAPE RENTAL / REC 217199-1	885.00
4/01/2022	DIS	47591	4/01/2022	EXPRESS NEWS MONTE CARLO NIGHT ADS / REC 161097	1,120.00
4/01/2022	DIS	47593	4/01/2022	FINN, WILLIAM J 2022 MONTE CARLO NIGHT ENTERTAINMENT 2022	4,700.00
4/14/2022	DIS	47655	4/14/2022	CONLEY MEDIA, LLC ADS MONTE CARLO NIGHT 2022 / REC 2013530322	2,024.00
4/14/2022	DIS	47674	4/14/2022	WE ENERGIES GRP ACCT / MARCH 2022 / VILLAGE SIGNS 4087863198	132.52
4/22/2022	DIS	47724	4/22/2022	PORT PUBLICATIONS, INC. MONTE CARLO NIGHT ADS / REC 00169512	550.00
4/30/2022	JE	JE-1582	4/30/2022	APRIL POSTAGE ADJUSTMENT APRIL POSTAGE ADJUSTMENT	
5/06/2022	DIS	47789	5/06/2022	KRUEPKE PRINTING QRTLTY CALENDAR INSERT (3,150) 163108	212.00
5/06/2022	DIS	47789	5/06/2022	KRUEPKE PRINTING JACKSON QTRLY APRIL 2022 (3,150) 163110	363.17
5/06/2022	DIS	47817	5/06/2022	WOLVERINE FIREWORKS DISPLAY, INC. 2022 FIREWORKS / ACTION IN JACKSON 2022	6,500.00
5/13/2022	DIS	47866	5/13/2022	WE ENERGIES GRP ACCT / APRIL 2022 / VILLAGE SIGNS 4124008296	139.03
5/13/2022	DIS	47872	5/13/2022	WTKM MONTE CARLO NIGHT ADS / APRIL 2022 1099220430799	410.00
5/17/2022	DIS	47874	5/17/2022	DENNIS WALTMAN BEER GARDEN MUSIC - 5-19-22 / REC DEPT 051922	600.00

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Thru Account: 150-00-51100-395-000

Type of Account: Active

Fund # 150 - HOTEL / MOTEL

Debit

Credit

150-00-51100-395-000 - HOTEL/MOTEL - GENERAL

Date	Type	Amount	Date	Description	Debit	Credit
5/17/2022	DIS	47875	5/17/2022	NICK BALISTRERI BEER GARDEN MUSIC - 5-20-22 / REC DEPT 052022	800.00	
5/27/2022	DIS	47943	5/27/2022	EXPRESS NEWS EASTER EGG HUNT ADS / REC / APRIL 2022 161769	560.00	
5/27/2022	DIS	47943	5/27/2022	EXPRESS NEWS ACTION IN JACKSON ADS / REC / MAY 2022 162876	520.00	
5/27/2022	DIS	47943	5/27/2022	EXPRESS NEWS BEER GARDEN ADS / REC / MAY 2022 162877	520.00	
5/27/2022	DIS	47957	5/27/2022	PORT PUBLICATIONS, INC. BEER GARDEN ADS / MAY 2022 / REC 00170016	450.00	
5/31/2022	JE	JE-1598	5/31/2022	MAY POSTAGE ADJUSTMENT MAY POSTAGE ADJUSTMENT		
6/03/2022	DIS	47974	6/03/2022	B&L GRAPHIC SOLUTIONS BEER GARDEN & AJ SIGNS (3) / REC 31935	255.00	
6/09/2022	DIS	48023	6/09/2022	BIANCUZZO, RUSSELL or CHERI ACTION IN JACKSON MUSICIAN / 06-10-2022 061022	500.00	
6/09/2022	DIS	48044	6/09/2022	LIQUID CRUSH LLC ACTION IN JACKSON MUSICIAN / 06-11-2022 061122	1,000.00	
6/09/2022	DIS	48053	6/09/2022	OLD SCHOOL PRODUCTIONS, LLC ACTION IN JACKSON 06-10-22 / FINAL PYT 26	1,000.00	
6/09/2022	DIS	48069	6/09/2022	WE ENERGIES GRP ACCT / MAY 2022 / VILLAGE SIGNS 4160486133	136.27	
6/17/2022	DIS	48083	6/17/2022	CONLEY MEDIA, LLC ACTION IN JACKSON ADS / REC 2013530522	1,605.00	
6/17/2022	DIS	48108	6/17/2022	PORT PUBLICATIONS, INC. ACTION IN JACKSON ADS / MAY 2022 / REC 00170271	650.00	
6/17/2022	DIS	48124	6/17/2022	WTKM MAY 2022 BEER GARDEN ADS / REC 1099220530918	350.00	
6/24/2022	DIS	418133	6/24/2022	CONLEY MEDIA, LLC ACTION IN JACKSON ADS / REC 2013530622-1	1,472.00	
6/24/2022	DIS	418135	6/24/2022	EXPRESS NEWS ACTION IN JACKSON / REC / JUNE 2022 163305	400.00	
6/24/2022	DIS	418135	6/24/2022	EXPRESS NEWS BEER GARDEN ADS / REC / JUNE 2022 163306	375.00	
6/24/2022	DIS	418135	6/24/2022	EXPRESS NEWS JACKSON SECTION / REC / JUNE 2022	650.00	

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Transactions Detail Report - Full Description

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Thru Account: 150-00-51100-395-000

Type of Account: Active

Fund # 150 - HOTEL / MOTEL

Debit

Credit

150-00-51100-395-000 - HOTEL/MOTEL - GENERAL

163588

Date	Type	Account	Date	Description	Amount
6/24/2022	DIS	418136	6/24/2022	FINN, WILLIAM J 2022 MONTE CARLO / ADDED TABLE FEE / REC 0422	1,000.00
6/30/2022	JE	JE-1604	6/30/2022	JUNE POSTAGE ADJUSTMENT JUNE POSTAGE ADJUSTMENT	
7/01/2022	DIS	48176	7/01/2022	PORT PUBLICATIONS, INC. ACTION IN JACKSON ADS / MAY 2022 / REC 00170242	500.00
7/01/2022	JE	JE-1614	7/01/2022	JULY POSTAGE ADJUSTMENT JULY POSTAGE ADJUSTMENT	
7/14/2022	DIS	48232	7/14/2022	BALISTRERI, NICHOLAS C BEER GARDEN MUSIC 7-15-22/THE SENSATIONS 071522	800.00
7/14/2022	DIS	48278	7/14/2022	WALTMAN, DENNIS BEER GARDEN MUSIC 7-14-22/THE HANKERINS 071422	600.00
7/14/2022	DIS	48279	7/14/2022	WE ENERGIES GRP ACCT / JUNE 2022 / VILLAGE SIGNS 4197454239	149.72
7/14/2022	DIS	48281	7/14/2022	WTKM 2022 ACTION IN JACKSON ADS / REC 1099220631047	704.00
7/21/2022	DIS	48307	7/21/2022	EXPRESS NEWS BEER GARDEN ADS / REC / JULY 2022 164270	595.00
7/21/2022	DIS	48314	7/21/2022	KRUEPKE PRINTING QRTL Y CALENDAR INSERT (3,150) 164537	212.00
7/21/2022	DIS	48314	7/21/2022	KRUEPKE PRINTING JACKSON QTRLY JULY 2022 (3,150) 164536	363.17
7/28/2022	DIS	48340	7/28/2022	CONLEY MEDIA, LLC BEER GARDEN ADS / JULY 2022 / REC 2013530722-1	1,001.00
8/04/2022	DIS	48378	8/04/2022	DAVID J FRANK LANDSCAPE CONTRACTING INC 2022-23 CHRISTMAS TREE SETUP & MAINT 071922	6,600.00
8/11/2022	DIS	48426	8/11/2022	WE ENERGIES GRP ACCT / JULY 2022 / VILLAGE SIGNS 4234333785	149.09
8/18/2022	DIS	48497	8/18/2022	WTKM 2022 BEER GARDEN ADS / REC 1099220731172	350.00
8/31/2022	JE	JE-1625	8/31/2022	AUGUST POSTAGE ADJUSTMENT AUGUST POSTAGE ADJUSTMENT	
9/01/2022	DIS	48557	9/01/2022	WE ENERGIES GRP ACCT / AUG 2022 / VILLAGE SIGNS 4269854743	138.53
9/15/2022	DIS	48613	9/15/2022	EXPRESS NEWS FALL/WINTER FUN GUIDE ADS / REC 165733	317.00

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 Thru: 10/20/2022

From Account: 150-00-41210-000-000
 Thru Account: 150-00-51100-395-000

Type of Account: Active

ACCT

Fund # 150 - HOTEL / MOTEL

				Debit	Credit
150-00-51100-395-000 - HOTEL/MOTEL - GENERAL					
9/15/2022	DIS	48613	9/15/2022	EXPRESS NEWS FALL/WINTER FUN GUIDE ADS / REC 165734	353.00
9/15/2022	DIS	48633	9/15/2022	PORT PUBLICATIONS, INC. GLO RUN ADS / FALL 2022 / REC 00170985	375.00
9/22/2022	DIS	48659	9/22/2022	CONLEY MEDIA, LLC GLO RUN ADS / SEP 2022 / REC 2013530922-1	1,472.00
9/30/2022	DIS	48713	9/30/2022	PORT PUBLICATIONS, INC. GLO RUN ADS / FALL 2022 / REC 00171024	350.00
9/30/2022	JE	JE-1631	9/30/2022	SEPTEMBER POSTAGE ADJUSTMENT SEPTEMBER POSTAGE ADJUSTMENT	
10/13/2022	DIS	48755	10/13/2022	EXPRESS NEWS GHOUL GALA ADS / REC 166050	270.00
10/13/2022	DIS	48755	10/13/2022	EXPRESS NEWS GLO RUN ADS / REC 166051	299.00
10/13/2022	DIS	48773	10/13/2022	PORT PUBLICATIONS, INC. GLO RUN / 64 INCH 9/29 / REC 00171229	350.00
10/13/2022	DIS	48792	10/13/2022	WASHINGTON CTY CONVENTION & VISITORS BUREAU 2022 TOURISM ECON DEV PARTNERSHIP / REC 2022-N9	6,000.00
10/13/2022	DIS	48795	10/13/2022	WTKM 2022 GLO RUN SPOT SALES / REC 1099220931430	400.00
10/20/2022	DIS	48824	10/20/2022	KRUEPKE PRINTING QRTL Y CALENDAR INSERT OCT 22 (QTY 3,150) 166045	222.00
10/20/2022	DIS	48824	10/20/2022	KRUEPKE PRINTING JACKSON QTRLY OCT 2022 (QTY 3,150) 166044	355.68
Ending Balance:				56,435.58	

Fund Totals:	Beginning	0.00	0.00
	Ending	77,888.74	53,726.09
	Ending	56,435.58	32,272.93

2023 COMMUNITY EVENTS, ADVERTISING & ENTERTAINMENT BUDGET

Submitted To: The Jackson Tourism Commission

COMMUNITY EVENTS & ADVERTISING

Monte Carlo Night -JPR <i>Advertising, Entertainment, Game Co., Pipe & Drape</i>	\$ 7,500.00
Beer Garden-JPR <i>Advertising & Entertainment</i>	\$ 7,000.00
Holiday Tree Lighting Event-JPR/VILLAGE <i>Advertising & Annual Tree Contract (DJF)</i>	\$ 7,500.00
Action In Jackson-JF Inc. <i>Advertising, Banners, Sponsor Boards</i>	\$ 3,000.00
<i>General Event Sponsor</i>	\$ 5,000.00
Glo Run-Friends JPR <i>Advertising & Entertainment</i>	\$ 2,000.00
	\$ 32,000.00

WASHINGTON COUNTY TOURISM SUPPORT

Washington Co. Convention & Visitors Bureau Annual Contribution	\$ 6,000.00
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VILLAGE MUNICIPAL PROMOTION

Village Wide Tourism Staff Support	\$ 11,000.00
Power for Village Welcome Signs & Lights (<i>WeEnergies</i>)	\$ 2,000.00
Municipal Quarterly Newsletter (Printing, Folding & Postage)	\$ 2,000.00
Municipal Website Annual Maintenance	\$ 2,500.00
	\$ 17,500.00

(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*

(2021 Revenue \$45,948.00)**covid*

Total Estimated Budget 2023: \$55,500.00

Fund Balance as of 9/2022: \$109,338.00, goal is to maintain a min. \$30,000.00.

Potential Additional Fund Balance Projects in 2023

- * Banners/Electric Decorations for New Main Street lightpoles (\$50,000)
- * Unplanned Events/Community Outreach (\$4,000, ie: Circus)
- * Village Website Design (\$10,000), 50% of \$20,000 split with General Fund

10/18/2022



Budget Worksheet

Hotel-Motel

Account Number	Short account description	Account Type	2019 Actual 12/31/2019	2020 Actual 12/31/2020	2021 Actual 12/31/2021	2022 Budget	2022 Actual 08/09/2022	2022 Project Year-End	2023 Proposed Budget	Percent Difference
150-00-41210-000-000	HOTEL/MOTEL - ROOM TAX	Revenues	48,483.82	32,076.75	45,948.46	40,000.00	32,272.93	40,000.00	55,500.00	38.75%
TOTAL REVENUES			48,483.82	32,076.75	45,948.46	40,000.00	32,272.93	40,000.00	55,500.00	38.75%

Account Number	Short account description	Account Type	2019 Actual 12/31/2019	2020 Actual 12/31/2020	2021 Actual 12/31/2021	2022 Budget	2022 Actual 08/09/2022	2022 Project Year-End	2023 Proposed Budget	Percent Difference
150-00-51100-395-000	HOTEL/MOTEL - ROOM TAX	Expenses	116,773.59	51,830.04	121,124.59	55,900.00	55,857.90	55,897.90	0.00	-100%
150-00-51100-395-001	HOTEL/MOTEL - COMMUNITY EVENTS/ADVERTISING	Expenses	0.00	0.00	0.00	0.00	0.00	0.00	32,000.00	100%
150-00-51100-395-002	HOTEL/MOTEL - WASHINGTON COUNTY SUPPORT	Expenses	0.00	0.00	0.00	0.00	0.00	0.00	6,000.00	100%
150-00-51000-395-003	HOTEL/MOTEL - VILLAGE TOURISM/PROMOTION	Expenses	0.00	0.00	0.00	0.00	0.00	0.00	17,500.00	100%
TOTAL EXPENDITURES			116,773.59	51,830.04	121,124.59	55,900.00	55,857.90	55,897.90	55,500.00	-0.72%