



**VILLAGE OF JACKSON
TOURISM COMMISSION MEETING AGENDA**

Tuesday, October 15, 2024 at 5:45 PM

Jackson Municipal Complex
Village Board Room
N168W19851 Main Street
Jackson, WI 53037

1. Call to Order and Roll Call
2. Approval of Minutes for the Tourism Commission Meeting of October 16, 2023
3. Review of 2024 Revenues and Expenditures of Hotel/Motel Tax
4. Presentations by Tourism Entities
5. Review and Action on 2025 Budget for Hotel/Motel Tax
6. Citizens/Village Staff to Address the Tourism Commission
7. Adjourn

Persons with disabilities requiring special accommodations for attendance at the meeting should contact the Administration Department 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.

MINUTES
TOURISM COMMISSION MEETING
Monday, October 16, 2023 at 5:30 PM

1. Call to Order and Roll Call

Meeting was called to order at 5:30 PM by Pres. Heckendorf.

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

Members Excused: None

Members Absent: None

Staff Present: Clerk Anastasia Gonstead

Trustees Present in Audience: Tr. Kruepke

2. Approval of Minutes for the Tourism Commission Meeting of October 24, 2022

The motion to approve the minutes of the Tourism Commission meeting of October 24, 2022 was made by S. Malchow and seconded by K. Valentino.

There were gaps in who approved prior minutes. From notes taken by Admin. Keller, at the aforementioned meeting, former Pres. Schwab motioned to approve in the minutes of the prior meeting with a second by Admin. Keller. The Commission approved the revision.

Vote: 5 ayes, 0 nays. Motion carried.

3. Review of 2023 Revenues and Expenditures of Hotel/Motel Tax

Director Valentino referred to documents in the agenda packet. Illustrates an overview which indicates they are doing well. At this time, there are still two more anticipated payments coming in for the year. She indicated everything remains on track from what was budgeted and presented last fall. Tourism was listed with more detail due to new auditor/accounting.

No action needed/taken.

4. Presentations by Tourism Entities

a. Presentation and Proposal from Visit Washington County

Presentation from Kathy Meulemans, Director of Visit Washington County. Ms. Meulemans referred to the proposal that was provided in the agenda packet. She provided an overview of how Visit Washington County promotes the events of and brings together the municipalities of Washington County. They print 50,000 visitor guides that are disseminated. The printer, Conley, also puts a copy of the guide in their newspapers, which also distributes to surrounding counties through their newspapers as well as the State Journal. There is also an online version and they have visitor centers at Cabela's and the

county fairgrounds. She provided further insight into the various manners in which they promote and other print versions.

The goals for the upcoming year include working on increasing membership and lodging members, as well as making it easier for them to join. They also will continue to look at manners to be more accessible for visitors of differing abilities. She is asking the Village of Jackson to continue their support at the \$6,000 level.

S. Malchow provided a suggestion that they reach out to the growing market of short-term rentals, for welcome packets and/or membership.

No formal action needed/taken.

5. Review and Action on 2024 Budget for Hotel/Motel Tax

Director Valentino provided a breakdown of the proposed budget for 2024, which were provided in the agenda packet. Noted the increase in the Christmas tree lighting fund. Visit Washington County was provided in said proposal as well.

Motion to approve the 2024 budget was made by S. Malchow and seconded by Admin. Keller. No further discussion.

Vote: 5 ayes, 0 nays. Motion carried.

6. Citizens/Village Staff to Address the Tourism Commission

None.

7. Adjourn

The motion to adjourn the meeting was made by Pres. Heckendorf and seconded by Director Valentino.

Vote: 5 ayes, 0 nays. Motion carried. The meeting was adjourned at 5:55 PM.

Respectfully Submitted,
Anastasia Gonstead - Village Clerk

10/10/2024 1:52 PM

Transactions Detail Report - Full Description

Dated From: 1/01/2024 From Account: 150-00-32100-000-000
Thru: 10/10/2024 Thru Account: 150-00-51100-395-003
Fund # 150 - HOTEL / MOTEL

150-00-32100-000-000 HOTEL / MOTEL FUND BALANCE

Table with columns: Posting, Date, Type, Number, Date, Transaction. Includes entries for Beginning Balances Posted on 01/04/2024, 07/08/2024, and 07/08/2024 from various accounts. Ends with Ending Balance:

150-00-41210-000-000 HOTEL/MOTEL ROOM TAX

Table with columns: Posting, Date, Type, Number, Date, Transaction. Lists various room tax transactions including REVERSE 4TH QTR HOTEL/MOTEL TAXES RECEIVE, EXPEDIA INC, AMA HOSPITALITY, INC., JACKSON MOTEL LLC, and MARKETPLACE ROOM TAX.

10/10/2024 1:52 PM

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Fund # 150 - HOTEL / MOTEL

150-00-41210-000-000 - HOTEL/MOTEL - ROOM TAX

7/26/2024 RCP 287530 7/26/2024 MARKETPLACE ROOM TAX / CK #3322083
AMA HOSPITALITY, INC.
2ND QTR 2024 LODGING TAX / CK #8622
7/31/2024 RCP 287895 7/31/2024 JACKSON MOTEL LLC
2ND QTR 2024 ROOM TAX / CK #6882

Ending Balance:

150-00-51100-395-001 COMMUNITY EVENTS & ADVERTISING

Posting	Type	Transaction Number	Date	Description
1/19/2024	DIS	52064	1/19/2024	KRUEPKE PRINTING QUARTERLY NEWSLETTER (2,900) / 1ST 2024 173493
1/19/2024	DIS	52064	1/19/2024	KRUEPKE PRINTING QUARTERLY CALENDAR (2,900) / 1ST 2024 173494
1/31/2024	JE	JE-1888	1/31/2024	JANUARY POSTAGE ADJUSTMENT JANUARY POSTAGE ADJUSTMENT
2/09/2024	DIS	52270	2/09/2024	VEGAS ON WHEELS MONTE CARLO NIGHT 2024 / REC 229261940
2/23/2024	DIS	52334	2/23/2024	BIANCUZZO, RUSSELL or CHERI THE NEW REVUE BAND /MONTE CARLO 02-24-24 022424
2/23/2024	DIS	52367	2/23/2024	OLD SCHOOL PRODUCTIONS, LLC AIJ PERFORMANCE DEPOSIT / 06-08-24 27
2/29/2024	DIS	52389	2/29/2024	CONLEY MEDIA, LLC - CLASSIFIED MONTE CARLO ADS / REC DEPT 2013530224-1
2/29/2024	DIS	52392	2/29/2024	EQUIPMENT RENTALS PIPE & DRAPES / MONTE CARLOT / 2024 246600-1
2/29/2024	JE	JE-1891	2/29/2024	FEBRUARY POSTAGE ADJUSTMENT FEBRUARY POSTAGE ADJUSTMENT
3/15/2024	DIS	52466	3/15/2024	CONLEY MEDIA, LLC - CLASSIFIED MONTE CARLO NIGHT AD / REC 2013530224-2
3/15/2024	DIS	52503	3/15/2024	WTKM

10/10/2024 1:52 PM

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Fund # 150 - HOTEL / MOTEL

150-00-51100-395-001 - COMMUNITY EVENTS & ADVERTISING

				MONTE CARLO 2024 RADIO PROMOS 1099240233292
3/22/2024	DIS	52621	3/22/2024	WOLVERINE FIREWORKS DISPLAY, INC. A.I.J. FIREWORKS 06/2024 / DEPOSIT 2024
3/28/2024	DIS	52636	3/28/2024	EQUIPMENT RENTALS A.I.J 2024 TENT & LIGHTS RENTAL RESERVE Q9495-1
3/31/2024	JE	JE-1911	3/31/2024	MARCH POSTAGE ADJUSTMENT MARCH POSTAGE ADJUSTMENT
4/19/2024	DIS	52761	4/19/2024	KRUEPKE PRINTING QUARTERLY NEWSLETTER (2,900) /SPRNG 2024 174753
4/19/2024	DIS	52761	4/19/2024	KRUEPKE PRINTING QUARTERLY CALENDAR (2,900) / 2ND 2024 174752
4/30/2024	JE	JE-1928	4/30/2024	APRIL POSTAGE ADJUSTMENT APRIL POSTAGE ADJUSTMENT
5/16/2024	DIS	52915	5/16/2024	BALISTRIERI, NICHOLAS C BEER GARDEN MUSIC 05-17-24/ROCKIN KRAKEN 05142024
5/16/2024	DIS	52916	5/16/2024	BMO HARRIS BANK N.A. ACCT #8604 / KELLY / BANNER AD APRIL 2024
5/16/2024	DIS	52933	5/16/2024	LIQUID CRUSH LLC BEER GARDEN MUSIC 05-16-24 / LIQUID CRUS 05162024
5/24/2024	DIS	52961	5/24/2024	CONLEY MEDIA, LLC - CLASSIFIED MAY 2024 BEER GARDEN ADS 2013530524-1
5/24/2024	DIS	52964	5/24/2024	EXPRESS NEWS SUMMER FUN WASH CO GUIDE BEER GARDEN ADS 178478
5/31/2024	JE	JE-1942	5/31/2024	MAY POSTAGE ADJUSTMENT MAY POSTAGE ADJUSTMENT
6/05/2024	DIS	52507	6/05/2024	EQUIPMENT RENTALS AIJ 2024 TENT & LIGHTS RENTAL FINAL BAL Q9495-1 FINAL
6/07/2024	DIS	53012	6/07/2024	BIANCUZZO, RUSSELL or CHERI

10/10/2024 1:52 PM

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150-00-51100-395-001 - COMMUNITY EVENTS & ADVERTISING

				THE NEW REVUE BAND / AIJ 06/07/2024 06032024
6/07/2024	DIS	53019	6/07/2024	CONLEY MEDIA, LLC - CLASSIFIED MAY 2024 BEER GARDEN ADS 2013530524-2
6/07/2024	DIS	53024	6/07/2024	GRIMM BROS., THE 06/08/2024 AIJ BAND 06032024
6/07/2024	DIS	53032	6/07/2024	OLD SCHOOL PRODUCTIONS, LLC AIJ / UNEXPECTED BAND / 06-08-2024 06032024
6/07/2024	DIS	53033	6/07/2024	PARI, NICK THE NIX BAND / AIJ 06/07/2024 06032024
6/07/2024	DIS	53036	6/07/2024	PORT PUBLICATIONS, INC. BEER GRDN AD (63 INCH) 05/16/2024 / REC 00176393
6/14/2024	DIS	53061	6/14/2024	A/E GRAPHICS, INC. AIJ 2024 SIGNAGE / LOGO, SPONSORS, MENU 683779
6/14/2024	DIS	53094	6/14/2024	PORT PUBLICATIONS, INC. AIJ 2024 AD / 63 INCH / 05/30/2024 00176495
6/14/2024	DIS	53111	6/14/2024	WTKM MAY BEER GARDEN RADIO PROMOS 05/16-17 1099240533647
6/21/2024	DIS	53117	6/21/2024	BMO HARRIS BANK N.A. ACCT #8604 / KELLY / BALLFIELD BANNERS MAY 2024
6/21/2024	DIS	53121	6/21/2024	CONLEY MEDIA, LLC - CLASSIFIED AIJ 2024 ADS / 05/31/24 & 06/04/24 2013530624-1
6/21/2024	DIS	53126	6/21/2024	EXPRESS NEWS SUMMER FUN WAUKESHA GUIDE 05/25/24 178942
6/21/2024	DIS	53142	6/21/2024	PORT PUBLICATIONS, INC. AIJ 2024 AD / 63 INCH / 06/06/2024 00176591
6/30/2024	JE	JE-1969	6/30/2024	JUNE POSTAGE ADJUSTMENT

10/10/2024 1:52 PM

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Fund # 150 - HOTEL / MOTEL

150-00-51100-395-001 - COMMUNITY EVENTS & ADVERTISING

7/12/2024	DIS	53263	7/12/2024	JUNE POSTAGE ADJUSTMENT WTKM A.I.J 2024 RADIO PROMOS WPTT & WTKM 1099240633750
7/24/2024	DIS	53318	7/24/2024	CONLEY MEDIA, LLC - CLASSIFIED JULY 2024 BEER GARDEN ADS 2013530724-1
7/24/2024	DIS	53320	7/24/2024	DAVID J FRANK LANDSCAPE CONTRACTING INC MC 2024 XMAS TREE SETUP & REMOVAL DEPOSIT 2024-25 VOJ
7/24/2024	DIS	53331	7/24/2024	KRUEPKE PRINTING QUARTERLY NEWSLETTER (2,900) /SUMMER 24 176167
7/24/2024	DIS	53331	7/24/2024	KRUEPKE PRINTING QUARTERLY CALENDAR (2,900) / 3RD 2024 176166
7/24/2024	DIS	53333	7/24/2024	LEINON, CHRIS 07-25-2024 BEER GARDEN BAND 07212024
7/24/2024	DIS	53337	7/24/2024	NEIRA, DAVID TRIO THE DIVERGENTS BAND / BG 07/26/24 072124
7/31/2024	JE	JE-1992	7/31/2024	JULY POSTAGE ADJUSTMENT JULY POSTAGE ADJUSTMENT
8/16/2024	DIS	53446	8/16/2024	CONLEY MEDIA, LLC - CLASSIFIED BEER GARDEN ADS / 07-18-24 & 07-19-24 2013530724-2
8/16/2024	DIS	53470	8/16/2024	WTKM JULY 2024 BEER GARDEN 1099240733846
8/31/2024	JE	JE-2007	8/31/2024	AUGUST POSTAGE ADJUSTMENT AUGUST POSTAGE ADJUSTMENT
9/12/2024	DIS	53606	9/12/2024	EXPRESS NEWS FALL FESTIVAL OF FUN 180616
10/10/2024	DIS	53768	10/10/2024	A/E GRAPHICS, INC. FALL FESTIVAL ROAD SIGN 688165
10/10/2024	DIS	53778	10/10/2024	CONLEY MEDIA, LLC - CLASSIFIED

10/10/2024 1:52 PM

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150-00-51100-395-001 - COMMUNITY EVENTS & ADVERTISING

FALL FUN ADVERTISING
2012740924-2
PORT PUBLICATIONS, INC.
GLO RUN/BEER GARDEN
00177421

10/10/2024 DIS 53795 10/10/2024

Ending Balance:

150-00-51100-395-002 WASHINGTON COUNTY SUPPORT

Posting----- Transaction -----

Date Type Number Date
9/20/2024 DIS 53690 9/20/2024 WASHINGTON CTY CONVENTION & VISITORS BUREAU
2024 TOURISM ECON DEV PARTNERSHIP / REC
2024

Ending Balance:

150-00-51100-395-003 VILLAGE TOURISM/PROMOTION

Posting----- Transaction -----

Date Type Number Date
2/09/2024 DIS 52274 2/09/2024 WE ENERGIES
GRP ACCT / VILLAGE SIGNS / JAN 2024
4898064023
3/08/2024 DIS 52451 3/08/2024 WE ENERGIES
GRP ACCT / VILLAGE SIGNS / FEB 2024
4934666473
4/12/2024 DIS 52736 4/12/2024 WE ENERGIES
GRP ACCT / VILLAGE SIGNS / MAR 2024
4972309651
4/15/2024 JE JE-1922 4/15/2024 TRANSFER JPR ADMIN SALARIES 2024
TRANSFER JPR ADMIN SALARIES 2024
5/10/2024 DIS 52905 5/10/2024 WE ENERGIES
GRP ACCT / VILLAGE SIGNS / APR 2024
5009479002
6/14/2024 DIS 53106 6/14/2024 WE ENERGIES
GRP ACCT / VILLAGE SIGNS / MAY 2024
5047072902
7/05/2024 DIS 53216 7/05/2024 WE ENERGIES
GRP ACCT / VILLAGE SIGNS / JUNE 2024
5084650604
7/19/2024 DIS 53304 7/19/2024 WATCHFIRE SIGNS, LLC
DATA PLAN RENEWAL / MUNI COMP SIGN SFTWR

10/10/2024 1:52 PM

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150-00-51100-395-003 - VILLAGE TOURISM/PROMOTION

				0147363
8/09/2024	DIS	53436	8/09/2024	WE ENERGIES
				GRP ACCT / VILLAGE SIGNS / JULY 2024
				5122688747
9/12/2024	DIS	53628	9/12/2024	WE ENERGIES
				GRP ACCT / VILLAGE SIGNS / AUG 2024
				5153756927
10/10/2024	DIS	53790	10/10/2024	KRUEPKE PRINTING
				FALL 2024
				177532
10/10/2024	DIS	53790	10/10/2024	KRUEPKE PRINTING
				CALENDAR INSERT
				177531
10/10/2024	DIS	53806	10/10/2024	WE ENERGIES
				SEPTEMBER 2024
				5190222984

Ending Balance:

Fund Totals:

Beginning

Ending

2025 COMMUNITY EVENTS, ADVERTISING & ENTERTAINMENT BUDGET

Submitted To: The Jackson Tourism Commission

10/9/2024

COMMUNITY EVENTS & ADVERTISING: 150-00-51100-395-001

Monte Carlo Night -JPR		
<i>Advertising, Entertainment, Game Co., Pipe & Drape</i>	\$	9,000.00
Beer Garden-JPR		
<i>Advertising & Entertainment</i>	\$	10,000.00
Holiday Tree Lighting Event-JPR/VILLAGE		
<i>Advertising, Santa Give Outs (no longer require pipe & drape)</i>	\$	2,000.00
Action In Jackson-Jackson Festivals Inc./JPR		
<i>Advertising, Banners, Sponsor Boards</i>	\$	6,000.00
<i>General Event Sponsor</i>	\$	9,000.00
Jackson Fall Festival of Fun JPR (5K Glo Run, Ghoul Gala & Beer Garden)		
<i>Advertising & Entertainment</i>	\$	7,500.00
	\$	43,500.00

WASHINGTON COUNTY TOURISM SUPPORT: 150-00-51100-395-002

Washington Co. Convention & Visitors Bureau Annual Contribution	\$	6,000.00
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VILLAGE MUNICIPAL PROMOTION: 150-00-51100-395-003

Village Wide Tourism Staff Support	\$	11,000.00
Power for Village Welcome Signs & Lights (<i>WeEnergies, new LED's will save \$</i>)	\$	1,000.00
Municipal Quarterly Newsletter (Printing, Folding & Postage)	\$	1,000.00
Municipal Website Annual Maintenance	\$	3,500.00
Annual Christmas Tree Maintenance Contract	\$	8,000.00
		\$24,500.00

- (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*
- (2022 Revenue \$60,523.34)
- (2023 Revenue \$74,498.88)

Total Estimated Budget 2025: \$74,000.00

Fund Balance as of 6/2024: \$107,719.00, the goal is to maintain approx. \$30,000.00 in the Fund Balance.

Potential Additional Fund Balance Projects in
 * Unplanned Events/Community Outreach and/or Events

Acct. Nbr.	Short Description	2023 Actual	2024 Budget	2024 Actual 09/16/2024	2024 Projected Year-End	2025 Proposed Budget
150-00-41210-000-000	HOTEL/MOTEL - ROOM TAX	\$ 74,498.88	\$ 68,000.00	\$ 27,399.04	\$ 71,000.00	\$ 74,000.00
	HOTEL/MOTEL - FUND BALANCE TRANSFER				\$ 50,000.00	\$ -
	TOTAL REVENUES	\$ 74,498.88	\$ 68,000.00	\$ 42,429.00	\$ 121,000.00	\$ 74,000.00
Acct. Nbr.	Short Description	2023 Actual	2024 Budget	2024 Actual 06/30/2024	2024 Projected Year-End	2025 Proposed Budget
150-00-51100-395-001	COMMUNITY EVENTS & ADVERTISING	\$ 37,948.15	\$ 36,000.00	\$ 40,281.97	\$ 43,000.00	\$ 43,500.00
150-00-51100-395-002	WASHINGTON COUNTY SUPPORT	\$ 6,000.00	\$ 6,000.00	\$ -	\$ 6,000.00	\$ 6,000.00
150-00-51100-395-003	VILLAGE TOURISM/PROMOTION	\$ 23,614.23	\$ 26,000.00	\$ 13,032.62	\$ 76,000.00	\$ 24,500.00
	TOTAL EXPENDITURES	\$ 67,562.38	\$ 68,000.00	\$ 53,314.59	\$ 125,000.00	\$ 74,000.00

HOTEL/MOTEL FUND BALANCE TOTAL	\$ 100,783.00	\$ 107,719.00
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Village Tourism/Promo #395-003 factors in using Fund Balance to cover new street light banners and Holiday decorations. The goal is to maintain a Fund Balance around \$30,000.00.

10/9/2024