

VILLAGE OF JACKSON
TOURISM COMMISSION MEETING
Tuesday, October 15, 2024 at 5:45 PM
Minutes

1. Call to Order and Roll Call

The meeting was called to order at 5:45 PM by Pres. Heckendorf.

Members Present: Pres. Heckendorf, Parks and Recreation Director Kelly Valentino, Administrator Jen Heidtke, Larry Hamlin, and Tracy Keyes

Members Excused: None

Members Absent: None

Staff Present: Treasurer Darlene Smith, Clerk Jackie Schuh

Trustees Present in Audience: Tr. John Kruepke and Tr. Don Olson

2. Approval of Minutes for the Tourism Commission Meeting of October 16, 2023

The motion to approve Minutes of the Tourism Committee Meeting of October 16, 2023 was made by Administrator Heidtke and seconded by Director Valentino.

Vote: 5 ayes, 0 nays. Motion carried.

3. Review of 2024 Revenues and Expenditures of Hotel/Motel Tax

Director Valentino reviewed the efforts of the Tourism Commission, including where funds are allocated and who the intended audience is.

No action needed/taken.

4. Presentations by Tourism Entities

Director Valentino stated Jackson is being promoted in local and regional marketing efforts, including the Washington County Visitor's Guide, Key Milwaukee, Brewer's and Packer's Yearbooks, and a booth at the Wisconsin State Fair.

5. Review and Action on 2025 Budget for Hotel/Motel Tax

Director Valentino reviewed the status of the 2024 budget and indicated similar budgetary needs for 2025.

The motion to recommend the Village Board approve the 2025 Hotel/Motel Tax Budget in the amount of \$74,000.00 was made by Pres. Heckendorf and seconded by Tracy Keyes.

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 Director Valentino and seconded by Administrator Hiedtke.

Vote: 5 ayes, 0 nays. Motion carried. The meeting was adjourned at 5:56 PM.

Respectfully Submitted,
Jackie Schuh - Village Clerk