

**AGENDA
CITY OF MONONA
TOURISM COMMISSION
Monona City Hall – Conference Room
5211 Schluter Road, Monona, WI
Monday, April 30, 2018
5:30 p.m.**

1. Call to Order
2. Roll Call
3. Approval of Minutes from January 31, 2018 Meeting
4. Appearances
5. Staff Brief (Finance Director)
 - A. Financial Status of the Room Tax
6. Discussion and Possible Action Items:
 - A. Unfinished Business
 1. Approval of Tourism Grant Application Form
 2. Tourism Grant Applications – Process / Timeline
 3. Marketing / Tourism Assessment Project with Wis. Department of Tourism (Invited: Kristie Schilling)
 - B. New Business
 1. Review of March 5, 2018, Legal Memorandum from City Attorney Cole Regarding Tourism Commission Expenditures, and Follow Up Correspondence
 2. Request for Approval of 2018 Tourism Guide Funding (MESBA)
 3. Request for Approval of Monona Lake Loop Map Funding (MESBA)
7. Discussion of Items for Future Agenda
8. Upcoming Meetings –
9. Adjournment

Note: Upon reasonable notice, the City of Monona will accommodate the needs of disabled individuals through auxiliary aids or services. For additional information or to request this service, contact Joan Andrusz at (608) 222-2525 (not a TDD telephone number), FAX (608) 222-9225, or through the City Police Department TDD telephone number 441-0399. The public is notified that any final action taken at a previous meeting may be reconsidered pursuant to the City of Monona ordinances. A suspension of the rules may allow for final action to be taken on an item of New Business. It is possible that members of and a possible quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information or speak about a subject, over which they have decision-making responsibility. Any governmental body at the above stated meeting will take no action other than the governmental body specifically referred to above in this notice.

**Minutes
Tourism Commission
January 31, 2018**

1. Call to Order - The meeting of the City of Monona Tourism Commission was called to order at 5:30 pm.
2. Roll Call - Present: Eric Bunting, Brett Sackett, Alder Andrew Kitslaar, Mike Strigel and Marc Houtakker.
3. Approval of Minutes from November 15, 2017 Meeting - Motion by Bunting to approve; Seconded by Houtakker. Motion carried.
4. Appearances - Also Present: City Administrator April Little, Kristie Schilling (MESBA) and Andrew Nussbaum, Wis. Department of Tourism
5. **Staff Brief (Finance Director)**
 - a. **Financial Status of the Room Tax** – Houtakker is projecting 2017 collections of \$270,000, of which \$27,132 would be available to spend in 2018. He projected \$45,072 might be available to spend in 2019 from 2018 room tax collections. Kitslaar: A hotel proposal for the new Riverfront development is expected to be on the February 12 Plan Commission agenda.
6. **Unfinished Business**
 - a. **Approval of Tourism Grant Application Form** – Discussion of having preset quarterly meetings to help applications review, and how often to review them. Schilling suggested MESBA could do pre-reviews throughout the year for more timeliness. They might also be able to help judge application merits and connect the dots to resulting hotel stay data. Tabled; the funding mechanism will be clarified by the City Attorney.
 - b. **Hotel Data Related to Tourism Review** – Bunting presented the commission with data regarding AmericInn hotel guest stays from the last two years, including what type of travel and how many days stayed. Interestingly, 20% of stays come from Madison area; weddings may be one driver.

[Sackett left 6:33 PM]
7. **New Business**
 - a. **Marketing / Tourism Assessment Project with Wis. Department of Tourism** – *[Agenda item discussed before Unfinished Business]* Nussbaum described the department’s tourism assessment process. Around 13-20 stakeholders involved is optimum; MESBA has drafted a list of potential stakeholders. The significant part is what do residents, visitors and businesses think about tourism; is the community vested in a brand? This helps to identify the brand. Talking to visitors

about their perception is often a 180 from the other group; they tend to be more positive. What do we have to sell? It must be specific to have the best return on investment and be connected to the brand. Tourism must be an experience and reality based. Nussbaum said the goal is to obtain a few hundred surveys from each side. There is no fee for their services, and the process can take as short as five months. Can gather data in many ways. As opposed to Madison, what differentiates Monona is a question to ask (border lines are less important)?

After initial meeting, 2-4 additional meetings would follow to review inventories. Goal is to identify what promotes “heads in beds.” The industry as a whole appears healthy. Surveying can start anytime. It was noted that they community doesn’t make the brand, and it wouldn’t be wise to fight the proximity and amenities of Madison. Schilling said MESBA retained a special domain name for tourism use, which will help provide better tracking. Little and Schilling can clarify process direction for the next meeting, for launch in spring.

Nussbaum raised a question of how Monona’s tourism funding mechanism worked, which conflicted with what Tourism Commission members understood from the city’s attorney. The commission will seek clarification from Attorney Cole.

- b. **Request for Proposal for Communications Consultant** – City Council had approved a request for proposal for a communications needs assessment for the city. We included as a separate phase a request for branding and tourism needs assessment proposals from the consultant. Proposals are due February 2. Alder Kuhr and Little will review them and recommend one to retain. This commission could decide whether it would like to retain the consultant and apply room tax funds to explore tourism and branding further, following the assessment project. There is no obligation to retain a consultant. Schilling said tourism and city brands could retain separate logos, for example. Schilling offered to help review the proposals through a tourism lens.

- c. **Tourism Grant Applications for 2018 - Process Review** – No further discussion.

- 8. Discussion of Items for Future Agenda – Clarification of tourism funding, assessment process, and grant applications.
- 9. Upcoming Meetings – The commission will meet in late April.
- 10. Adjournment - A motion to adjourn was made by Strigel, seconded by Houtakker. The motion carried. (6:52 p.m.).

*Respectfully submitted by:
April Little, City Administrator*

CITY OF MONONA
REVENUES WITH COMPARISON TO BUDGET
FOR THE 12 MONTHS ENDING DECEMBER 31, 2017

GENERAL FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET	
<u>TAXES</u>						
100-41-41110-000	GENERAL PROPERTY TAXES	.00	2,579,371.25	2,579,371.00	25	100.00
100-41-41210-000	PUBLIC ACCOMMODATION TAXES	.00	271,322.50	242,868.00	28,454.50	111.72
100-41-41220-000	GENERAL SALES TAX DISCOUNT	.00	110.72	120.00	(9.28)	92.27
100-41-41310-000	TAXES FROM MUNIC OWNED UTILITY	.00	311,000.03	290,000.00	21,000.03	107.24
100-41-41320-000	TAXES FROM OTHER EXEMPT ENTITI	.00	54,847.19	50,000.00	4,847.19	109.69
100-41-41800-000	INTEREST & PENALTIES ON TAXES	.00	330.54	1,000.00	(669.46)	33.05
	TOTAL TAXES	.00	3,216,982.23	3,163,359.00	53,623.23	101.70
<u>INTERGOVERNMENTAL REVENUE</u>						
100-43-43410-000	SHARED REVENUES	.00	131,724.61	131,899.00	(174.39)	99.87
100-43-43420-000	FIRE INSURANCE	.00	47,319.54	42,000.00	5,319.54	112.67
100-43-43520-000	PUBLIC SAFETY AIDS	.00	47,024.75	25,000.00	22,024.75	188.10
100-43-43530-000	TRANSPORTATION AIDS	.00	755,283.09	755,283.00	.09	100.00
100-43-43600-100	EXEMPT COMPUTER AID	.00	397,664.00	400,000.00	(2,336.00)	99.42
	TOTAL INTERGOVERNMENTAL REVENUE	.00	1,379,015.99	1,354,182.00	24,833.99	101.83
<u>LICENSES & PERMITS</u>						
100-44-44110-000	LIQUOR & MALT BEVERAGE LICENSE	.00	24,868.76	24,000.00	868.76	103.62
100-44-44120-100	CIGARETTE LICENSES	.00	1,300.00	1,500.00	(200.00)	86.67
100-44-44120-200	OPERATORS LICENSES	.00	11,094.00	12,000.00	(906.00)	92.45
100-44-44120-600	OTHER BUSINESS & OCCUPATION LI	.00	3,117.50	2,500.00	617.50	124.70
100-44-44200-100	BICYCLE LICENSES	.00	45.00	50.00	(5.00)	90.00
100-44-44200-200	DOG & CAT LICENSES	.00	4,322.50	4,000.00	322.50	108.06
100-44-44300-100	BUILDING PERMITS	.00	40,913.03	50,000.00	(9,086.97)	81.83
100-44-44300-200	ELECTRICAL PERMITS	.00	14,317.40	20,000.00	(5,682.60)	71.59
100-44-44300-300	PLUMBING PERMITS	.00	9,791.45	14,000.00	(4,208.55)	69.94
100-44-44300-400	HVAC PERMITS	.00	10,554.15	13,000.00	(2,445.85)	81.19
100-44-44400-000	ZONING PERMITS AND FEES	.00	8,320.00	7,500.00	820.00	110.93
100-44-44500-000	UNDERGROUND TANK FEES	.00	.00	1,200.00	(1,200.00)	.00
100-44-44600-000	EXCAVATION PERMIT	.00	7,322.63	4,500.00	2,822.63	162.73
100-44-44900-000	OTHER REGULATORY PERMITS & FEE	.00	1,742.01	2,100.00	(357.99)	82.95
	TOTAL LICENSES & PERMITS	.00	137,708.43	156,350.00	(18,641.57)	88.08
<u>FINES & FORFEITURES</u>						
100-45-45110-000	COURT PENALTIES AND COSTS	.00	192,035.65	170,000.00	22,035.65	112.96
100-45-45130-000	PARKING VIOLATIONS	.00	14,770.00	11,000.00	3,770.00	134.27
	TOTAL FINES & FORFEITURES	.00	206,805.65	181,000.00	25,805.65	114.26



CITY OF MONONA TOURISM GRANT APPLICATION FORM

For more information, see Monona Municipal Code Title 63, Article III, 66.0615 Wis. Stats., or contact the City Administrator with any questions at (608)222-2525 or alittle@ci.monona.wi.us

APPLICANT INFORMATION:	
Organization:	Contact:
Email:	Phone:
Mailing Address:	
Event / Project Name:	
Location of Event / Project:	
Date(s) of Event / Project:	
EVENT OR PROJECT INFORMATION:	
Type of Event/Project: <input type="checkbox"/> Performing Arts <input type="checkbox"/> Cultural <input type="checkbox"/> Festival <input type="checkbox"/> Marketing/Info <input type="checkbox"/> Other:	
Description of Project or Event:	
Please describe how this event or project will promote overnight hotel stays:	
Number of Attendees Expected:	Number of Volunteers Expected:
Projected Number of Overnight Hotel Stays:	Number of Hotel Stays Previous Year:
How are you marketing this event or project?	
Event or Project Budget:	Amount of Funding Requested:
Use of Tourism Funds:	
Applicant Signature	Date:

APPLICATION PROCEDURES:

- Submit completed application form before Tourism Commission at least three weeks before meeting date.
- Appear before the Tourism Commission to present request and answer questions about your application.
- Application due date is:
- Funds available this round:
- Deadline for expenditure of awarded funds:

Other requirements:

- Submit electronic (PDF) files of all applications via email to the City Administrator at alittle@ci.monona.wi.us.

For Tourism Commission Use Only

Date Approved by Commission:

Amount Awarded:

Chair Signature:

Attach conditions for approved grants.



MONONA EAST SIDE BUSINESS ALLIANCE

connections start here

5900 Monona Drive, Suite 302, Monona, WI 53716 | (608) 222-8565 | MononaEastSide.com

MONONA TOURISM ASSESSMENT STAKEHOLDERS

Darren Bush, Rutabaga Paddlesports
Mike Strigel, Aldo Leopold Nature Center
Eric Bunting, AmericInn
Kelly Slack, Monona Memorial Day Parade
Jerry Kempfer, Rockin' Chocolate Marathon
Tami Gilbertson, WPS
Ann Tieman, Monona Bank
Kellie Unke, Stark Company Realtors
Evan Sengbush, Phoenix Nuclear Labs
Matt Gonnering, Widen
Josh Lavik, Lavik & Associates at Keller Williams
Joe Klinzing, Off Broadway Drafthouse
Missy Tracy, Ho-Chunk Gaming Madison
Daryl Sisson, Daisy Cafe
Mary Lou Reinwand, Rosy Cheeks & Company
Leah Hernandez, The Cozy Home
Ryan Klein, Unity Point Health Meriter
Jeff Jacobson, Country Financial
Heidi Segerson, Summit Credit Union
Joe Long, Waterstone Mortgage
Bert Slinde, Slinde Realty
Joshua Murphy, Starion Bank
Pam Christenson, MGE
Dawn Bauer, QPS Employment Group
Sharon Chamberlain, ActionCoach of Madison
Steve Strobel, Town Planner
Robin Schmidt, Dane County? or Tanya Buckingham
Tim Casper, Murphy Desmond
Jaye Clemmons, Mr. Brews Taphouse
Daniel Olson, Monona Grove School District
Chad Speight, Monona City Council
Andrew Kitslaar, Monona City Council
Jake Anderson, Monona Parks & Recreation

DESTINATION ASSESSMENT PROCESS

• **DEFINING MONONA'S TOURISM BRAND**

- free service with Department of Tourism/Regional Tourism Specialist (RTS)
- develop tourism asset inventory
- determine best path to maximize appeal for visitors

• **HOW TO START**

- DMO establishes task force or committee
- assemble tourism stakeholders in Monona; not only hospitality industry but arts, finance and education
- optimum size is 13-20

• **FACT FINDING MISSION**

- understand the current impact of tourism and how the community perceives itself
- MESBA works with RTS to identify existing economic impact research

• **COMPREHENSIVE INVENTORY OF DESTINATION ATTRACTIONS & FACILITIES**

- analyze the research
- create the destination vision

• **PROCESS OUTLINE**

- Development of the Committee or Task Force (RTS to assist) Timeline: Month 1
- Committee Initiates the Research Phase of the Process (RTS to Assist) Timeline: Month 2-3
- Committee Initiates Destination Inventory Process Timeline: Month 4
- Strategic Planning Session to include Analysis, Visioning and Prioritization of Destination-enhancing Development Possibilities (RTS to Lead) Timeline: Month 5

Discovering Your Assets

The world's biggest and best brands understand that in order to encourage sales, they have to market in an effective way and generate demand. What is obvious to these major brands is also obvious to Wisconsin communities and destinations. That is why we created the Tourism Assessment.

This service offering has three opportunities:

- Do It Yourself (A self-guided tool kit)
- Tribal Assessment (Crafted specifically for our Native partners led by a Regional Tourism Specialist)
- Destination Assessment (Created in partnership with the Department and a destination marketing organization of other independent non-profit organization. Specialized program led by a Regional Tourism Specialist (RTS))

The purpose of the program is to assist in establishing a framework for enhanced destination marketing and development ultimately to build an effective plan of action. The process is:

1. Crafting a proposal to community leaders for their approval and support
2. Assemble Tourism Task Force
3. Create and Implement a Research Work plan
4. Comprehensive Inventory of Tourism Assets
5. Identify Destination Vision
6. Identify and Prioritize Development Projects
7. Funding
8. Action Plan



LEGAL MEMORANDUM

By Electronic Mail Only

TO: Mary K. O'Connor, Mayor
FROM: William S. Cole, City Attorney
DATE: March 5, 2018

RE: Tourism Commission Expenditures

You requested an opinion as to whether the Monona Tourism Commission is able to spend room tax revenue directly on tourism promotion and development, or whether it is required to forward all of the tax revenue to the tourism entity with which it has contracted. For the following reasons, it is my opinion that while the Commission is required to “contract with a tourism entity”, it is free to expend the tax revenue directly, forward it to one or more tourism entities, or any combination thereof. As long as the tax revenue is spent for the purpose of tourism promotion and development, the Commission is free to spend the funds in whatever manner it deems appropriate.

The relevant provisions of the Room Tax Statute (Sec. 66.0615, Wis. Stats.) are as follows:

(1m) (a) ... A tax imposed under this paragraph by a municipality shall be paid to the municipality and, with regard to any tax revenue that may not be retained by the municipality, shall be forwarded to a tourism entity or a commission if one is created under par. (c), as provided in par. (d). ...

(b) 1. If a single municipality imposes a room tax under par. (a), the municipality may create a commission under par. (c). The commission shall contract with another organization to perform the functions of a tourism entity if no tourism entity exists in that municipality.

(d) 2. ... Any amount of room tax collected that must be spent on tourism promotion and tourism development shall either be forwarded to the commission for its municipality ... or forwarded to a tourism entity.

3. A commission shall use the room tax revenue that it receives from a municipality for tourism promotion and tourism development ... in the municipality.

5. The commission may not use any of the room tax revenue to construct or develop a lodging facility.

The City is required to forward the requisite share of the tax to either the tourism commission, if it forms one, or a tourism entity. 66.0615(1m)(a) and (d)2, Stats. Monona elected to form a tourism commission. As such, the statute requires the City to forward the requisite tax revenue to the commission.

The statute then requires the commission to “contract with an organization to perform the functions of a tourism entity if no tourism entity exists in [the city]”. Monona satisfied that requirement by contracting with the Monona East Side Business Alliance.

Significantly, the statute does not prohibit the commission from contracting with more than one tourism entity. Furthermore, the statute only requires the commission to contract with a tourism entity. It does not require any amount of the tax revenue be forwarded to the tourism entity. The statute does not preclude the Commission from spending the tax revenue directly as long as it is for tourism promotion and development. The fact that the statute permits the commission to spend the tax revenue directly is shown by the language of several subsections which limit the manner in which the commission may use the funds:

- (d)3, which states the commission shall use the tax revenue for tourism promotion;
- (d)4, which requires the commission to report the purposes for which the revenues were spent;
- (d)5, which states the commission may not use the tax revenue for a lodging facility.

For these reasons, it is my opinion the Monona Tourism Commission retains discretion as to whether to expend the funds directly, forward them to one or more tourism entities for expenditure, or any combination thereof; provided the funds are expended on tourism promotion and tourism development in the city.

WSC

From: [William S. Cole](#)
To: [April Little](#)
Cc: [Megan J. Jerke](#)
Subject: RE: tourism dollars
Date: Wednesday, April 18, 2018 2:19:25 PM

Hi April,

1. The funds must be spent on "tourism promotion and tourism development". That phrase is defined in the statutes. See below. In my view, all four could fall within the 3rd category of "tangible municipal development". However, the expenditure is also required to benefit more than one Monona hotel. In order to defend a challenge against any such expenditure, we would want to document facts that demonstrate the expenditures "are reasonably likely to generate paid overnight stays at more than one" Monona hotel. Ultimately that is a determination to be made by the tourism commission.

(fm) "Tourism promotion and tourism development" means any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment on which a tax under sub. [\(1m\)\(a\)](#) may be imposed, that are owned by different persons and located within a municipality in which a tax under this section is in effect; or, if the municipality has only one such establishment, reasonably likely to generate paid overnight stays in that establishment:

[66.0615\(1\)\(fm\)1](#). **1.** Marketing projects, including advertising media buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motorcoach groups.

[66.0615\(1\)\(fm\)2](#). **2.** Transient tourist informational services.

[66.0615\(1\)\(fm\)3](#). **3.** Tangible municipal development, including a convention center.

2. Yes
3. As long as the expenditure is for the purpose of tourism promotion and development, 100% of the cost could be paid from room tax. The tourism commission would be free, in its discretion, to fund only a portion of the cost. The formula it decided to use as to how much to apportion is within the discretion of the commission. It just needs to be based on a rational relationship between the expenditure and the purpose of tourism promotion and development.

Bill

William S. Cole

Phone: 608.283.6766

Axley Brynson, LLP

From: April Little [mailto:alittle@ci.monona.wi.us]
Sent: Monday, April 16, 2018 1:31 PM
To: William S. Cole <WCole@axley.com>
Subject: tourism dollars

Hey Bill – our Riverfront park plaza project is of course over budget projections.

1. Especially given that it is located on the lake loop trail and there is a hotel going in, can we apply any tourism dollars toward the construction of any of these elements below?
2. Recognizing that we don't have the dollars all in hand now, can we run at a deficit and pay the fund back from future tourism collections (like we do with boat fees, stormwater, etc.)?
3. Would there be a method to determine for which features those dollars could be applied and how much, or is it up to commission discretion?

We'll be talking about this tonight.

Bike Harbor Canopy Structure (Prefabricated with Tensile Roof)	1	LS	\$ 30,000.00	\$ 30,000.00
Small Watercraft Storage Structure and Racking (Prefabricated with Tensile Roof)	1	LS	\$ 35,000.00	\$ 35,000.00
Portable Ice Sheet and Equipment	1	LS	\$ 220,000.00	\$ 220,000.00
Public Art	1	EA	\$ 50,000.00	\$ 50,000.00



April Little
City Administrator
City of Monona
 5211 Schluter Road
 Monona, WI. 53716
 (608) 222-2525 - Office
 (608) 216-7410 - Direct
 (608) 444-2460 – Mobile
alittle@ci.monona.wi.us



CITY OF MONONA

TOURISM GRANT APPLICATION FORM

For more information, see Monona Municipal Code Title 63, Article III, 66.0615 Wis. Stats., or contact the City Administrator with any questions at (608)222-2525 or alittle@ci.monona.wi.us

APPLICANT INFORMATION:	
Organization: MONONA EAST SIDE BUSINESS ALLIAN	Contact: KRISTIE SCHILLING
Email: KSCHILLING@MONONAEASTSIDE.COM	Phone: 222-8565
Mailing Address: 5900 MONONA DRIVE, SUITE 302	
Event / Project Name: MONONA LAKE LOOP MAP	
Location of Event / Project: PRINTED MAP OF LAKE LOOP	
Date(s) of Event / Project: ANTICIPATED COMPLETION JUNE 30, 2018	
EVENT OR PROJECT INFORMATION:	
Type of Event/Project: <input type="checkbox"/> Performing Arts <input type="checkbox"/> Cultural <input type="checkbox"/> Festival <input checked="" type="checkbox"/> Marketing/Info <input type="checkbox"/> Other:	
Description of Project or Event: In 2017, MESBA solely funded the design and printing of the first publish of the Monona Lake Loop Map—Home to Beer, Bikes, Boats and Beaches. It was a 8.5" x 11" double sided publication with map and points of interest on one side and locations to visit listed on the other side. In 2018, we'd like to make this bigger and better (11"x17") to include points of interest as well as educational biking safety information.	
Please describe how this event or project will promote overnight hotel stays: This publication will be distributed through visitor packets at the GMCVB, MESBA will include them in relocation and visitor packets, they will be distributed through Travel Wisconsin at statewide kiosks. Area hotels will also have them on hand. Biking is a huge asset for tourism in Wisconsin and we would like to capture some of that \$17 billion/year industry by getting the word out about Monona.	
Number of Attendees Expected: print run of 10,000	Number of Volunteers Expected: 0
Projected Number of Overnight Hotel Stays: 300	Number of Hotel Stays Previous Year: not tracked by hotels
How are you marketing this event or project? We will promote this through our highly visited website and will enhance our SEO to include visitor services in Monona.	
Event or Project Budget: \$10,000	Amount of Funding Requested: \$10,000.00
Use of Tourism Funds: design of map, printing of map, distribution of map	
Applicant Signature	Date:

APPLICATION PROCEDURES:

- Submit completed application form before Tourism Commission at least three weeks before meeting date.
- Appear before the Tourism Commission to present request and answer questions about your application.
- Application due date is:
- Funds available this round:
- Deadline for expenditure of awarded funds: 5/10/18

Other requirements:

- Submit electronic (PDF) files of all applications via email to the City Administrator at alittle@ci.monona.wi.us.

For Tourism Commission Use Only

Date Approved by Commission:

Amount Awarded:

Chair Signature:

Attach conditions for approved grants.