



Tourism Commission MEETING MINUTES

November 1, 2023 - 3:00 PM
Council Chambers
3805 S. Casper Drive

Please note: Minutes are unofficial until approved at the next regular scheduled meeting.

MINUTES

1. CALL TO ORDER

Alderman Horbinski called the meeting to order at 3:03PM

2. ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE

Joelle Erickson took the roll call as follows:

Present: Alderperson Horbinski, Commissioner Szpara, Commissioner Rocco

Excused: Commissioner Anderson

Staff Present: City Attorney Mark Blum, Joelle Erickson City Clerk Administrative Specialist, Kelly Wall Principal Planner, Nikki Jones Deputy Director of Community Development

3. APPROVAL OF MINUTES

A. September 13, 2023 Meeting Minutes

MOTION: Motion to Approve September 13, 2023 Minutes

VOTE: Motion by: Commissioner Szpara
Second by: Commissioner Rocco
Motion Passes 3-0

4. NEW BUSINESS

A. Update by DCD Staff

B. RAS - Amendments to Room Tax Grant

MOTION: To Amend and Increase Room Tax Grant to 40% total event (\$5,000 cap)

VOTE: Motion by: Commissioner Rocco
Second by: Commissioner Szpara
Motion Passes 3-0

MOTION: To Approve Motion As Amended

VOTE: Motion by: Alderman Horbinski
Second by: Commissioner Rocco
Motion Passes 3-0

C. RAS - Winterfest Mug Sponsorship

MOTION: Motion to Approve Winterfest Mug Sponsorship

VOTE: Motion by: Commissioner Szpara
Second by: Commissioner Horbinski
Motion Passes 3-0

D. RAS - Administrative Event Budget

MOTION: Motion to Approve Administrative/Emergency Event Budget (not to exceed \$1,000/event)

VOTE: Motion by: Alderman Horbinski
Second by: Commissioner Rocco
Motion Passes 3-0

E. RAS - Advertising Opportunity - 620WTMJ

MOTION: Motion to Approve Advertising Opportunity - 620WTMJ

VOTE: Motion by: Alderman Horbinski
Second by: Commissioner Rocco
Motion Passes 3-0

F. Memo - Consultant / Discount Program

MOTION: Motion to Approve Consultant/Discount Program

VOTE: Motion by: Alderman Horbinski
Second by: Commissioner Szpara
Motion Passes 3-0

G. 2024 Event Involvement

Winter
- Winterfest (Recreation)
- ARC Grand Opening (City)

Spring
- Touch-a-Truck (Library)
- Safety Saturday (PD & Fire)

Summer
- Color Dash (Recreation)
- 4th of July Festival (City/4th of July Commission)

Fall
- Oktoberfest (Library)
- Not-So-Haunted Happenings (Recreation)

Winter
- Tree Lighting (City)

H. Hotel Update
None Provided

I. Next Meeting Date

5. ADJOURN

MOTION: Motion to Adjourn at 3:41PM

VOTE: Motion by: Commissioner Szpara
Second by: Commissioner Rocco
Motion Passes 3-0

*Respectfully Submitted,
Joelle Erickson, City Clerk Administrative Specialist*

