



CITY OF WAUWATOSA
GOVERNMENT AFFAIRS COMMITTEE
AGENDA • OCTOBER 10, 2017

Regular Meeting**Committee Room #2****6:30 PM**

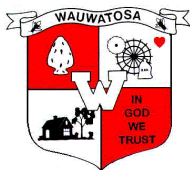
7725 West North Avenue, Wauwatosa, WI 53213

GOVERNMENT AFFAIRS COMMITTEE ITEMS

1. Review of the VisitMilwaukee contract and discussion regarding its oversight by the Tourism Commission
2. Memo from the City Clerk forwarding the year-to-date Common Council travel expenses
3. Current legislation affecting Wauwatosa interests

Any person who has a qualifying disability as defined by the Americans with Disabilities Act who requires the meeting or materials at the meeting to be in an accessible location or format, must contact the City Clerk at voice telephone 479-8917 or TTY 471-8484 (City Hall, 7725 W. North Avenue, Wauwatosa, Wisconsin 53213) for accommodations. Requests for accommodations for meetings should be made at least three (3) business days prior to the meeting. Every effort will be made to arrange accommodations for all meetings; so please give the City Clerk as much advance notice as possible.

CITY OF WAUWATOSA
MEMO



To: **Government Affairs Committee**

From: **Melissa Weiss**

Date: **October 06, 2017**

Subject: **Review of the VisitMilwaukee contract and discussion regarding its oversight by the Tourism Commission**

A. Issue

On September 13, 2016, the Government Affairs Committee made the following motion, “to recommend approval of moving the Visit Milwaukee contract to the Tourism Commission for one year. At that time, the Government Affairs Committee will review the activity and a report from the Tourism Commission is to be given on the status of the relationship with Visit Milwaukee.” This motion passed with seven ayes.

B. Background/Options

The Tourism Commission had three appointments, constituting a quorum, and held their first meeting in September. A second meeting will be in mid-November. The Commission now has five appointed members. Consideration of Visit Milwaukee’s work will begin at their next meeting on November 8 and therefore the Tourism Commission is not prepared to offer a report at this time. Additionally, if there are any desired changes to the contract for 2018, they should be complete before November 1, 2017 per the City Attorney, which is before the Tourism Commission’s next meeting.

If the Committee is interested in altering the contract with Visit Milwaukee, a few alternative options could be:

1. Direct staff to negotiate changes to the terms of the contract with Visit Milwaukee.
2. End the contract effective in 2019 and hire staff to perform these duties.
3. Release an RFP in 2018 to consider proposals from alternate tourism entities and end the contract effective 2019.

C. Strategic Plan (Area of Focus)

Not applicable.

D. Fiscal Impact

Due to new state legislation, increases in hotel/motel revenue must spent on tourism purposes. State law further requires a tourism entity or commission separate from the City spend these funds.

E. Recommendation

These items are policy decisions and therefore the purview of the elected officials. Staff does not have a recommendation.

RESULT:	RECOMMENDED FOR ADOPTION [5 TO 1]	Next: 12/15/2015 7:30 PM
TO:	Common Council	
MOVER:	Dennis McBride, Alderman	
SECONDER:	Allison Byrne, Alderwoman	
AYES:	Dubinski, McBride, Pantuso, Stippich, Byrne	
NAYS:	Kofroth	
EXCUSED:	Wilson	
AWAY:	Walz-Chojnacki	

3. Ordinance creating Chapter 2.82 of the Wauwatosa Municipal Code regarding the Wauwatosa Tourism Commission (for adoption)

Mr. Kesner, Mr. Archambo, the Mayor, and Paulette Enders had a lengthy conference call with VisitMilwaukee along with approximately 250 other people from various municipalities. After hearing the many issues that other communities have, Mr. Kesner and the others are confident that moving forward in creating a tourism commission is the right direction for the city to take. Creating a tourism commission may give the city more opportunities to work with a tourism entity and have better spending ability in the future.

There will be more discussion on this matter in the future, but the committee agreed that moving forward at this time would be advantageous to the city and ultimately may give the city more bargaining power.

There were other discussions regarding the appointments to the tourism commission. Some committee members think that the appointments should take place after the April 5, 2016 election.

After numerous ideas were shared, it was the consensus of the committee to move this item.

Moved by Ald. McBride, seconded by Ald. Pantuso to recommend adoption
of ordinance Chapter 2.82 of the Wauwatosa Municipal Code Ayes: 6

The Common Council of the City of Wauwatosa do ordain as follows:

Part I. Chapter 2.82 of the Wauwatosa Municipal Code is hereby created to read as follows:

Chapter 2.82
TOURISM COMMISSION

2.82.010 Created.

There is hereby created, pursuant to Section 66.0615(1m)(c) of the Wisconsin Statutes a Wauwatosa Tourism Commission which shall consist of a membership as follows:

- A. Five (5) persons who live or work in the City of Wauwatosa to be appointed by the mayor, subject to the confirmation by a majority of the common council who are present when the vote is taken. Commissioners shall serve for a one-year term, at the pleasure of the Mayor, and may be reappointed up to a maximum of six terms.
- B. One member shall represent the Wauwatosa hotel and motel industry.

- C. A member of the common council shall be appointed as a liaison (non voting) member by the mayor, for a two-year term coinciding with biennial election cycles.
- D. Other municipal officials may be appointed as needed as ex-officio members.

2.82.020 Purpose and duties.

The purpose and duties of the Wauwatosa Tourism Commission shall be to coordinate tourism promotion and tourism development for the City of Wauwatosa, to perform such duties and to provide such services as permitted under Section 66.0615 of the Wisconsin Statutes and other applicable laws.

Part II. This ordinance shall take effect on and after its date of publication.

RESULT:	RECOMMENDED FOR ADOPTION [6 TO 0]	Next: 12/15/2015 7:30 PM
TO:	Common Council	
MOVER:	Dennis McBride, Alderman	
SECONDER:	Bobby Pantuso, Alderman	
AYES:	Dubinski, McBride, Pantuso, Stippich, Kofroth, Byrne	
EXCUSED:	Wilson	
AWAY:	Walz-Chojnacki	

4. *Draft contract with VisitMilwaukee

It was moved by Ald. McBride, seconded by Ald. Byrne to go into closed session per Wisconsin Statutes 19.85(1)€, deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session, and not reconvene into open session. Ayes 6

Closed session began at 7:40 p.m.

Ald. Walz-Chojnacki present at 8:05 p.m.

The meeting adjourned in closed session at 8:40 p.m.

Carla A. Ledesma, CMC, City Clerk

Attachment: GAC Minutes 12.8.05 VisitMil (VisitMilwaukee to Tourism Commission)

CITY OF WAUWATOSA
Resolution

R-15-311

By: Government Affairs Committee

BE IT RESOLVED, by the Common Council of the City of Wauwatosa THAT permission be and the same is hereby granted for the proper City officials to enter into a Membership Agreement between the City of Wauwatosa and the Greater Milwaukee Convention and Visitors Bureau, Inc., to go into effect on January 2, 2016 as a five-year contract with one-year termination rights, with the amendments created by the Committee at its December 8, 2015 meeting.

Passed and Dated December 15, 2015

Adopted: December 15, 2015

Page: 115

Journal: 112

Carla A. Hedema
Clerk

Approved December 16, 2015
Katherine O'Leary
Mayor

Attachment: R-15-311 (VisitMilwaukee to Tourism Commission)

MEMBERSHIP AGREEMENT
Between
THE CITY OF WAUWATOSA and
THE GREATER MILWAUKEE CONVENTION
AND VISITORS BUREAU, INC.

This AGREEMENT is entered into between the City of Wauwatosa ("CITY") and the Greater Milwaukee Convention and Visitors Bureau, Inc., d/b/a/ VISIT Milwaukee ("GMCVB") for the period beginning January 2, 2016.

WHEREAS, it is recognized and has been shown that the tourism industry is a vital segment of the economy of the Milwaukee metropolitan area, providing not only employment opportunities for the citizens of the municipalities, but also substantial business activity which generates additional tax revenue for the Milwaukee region and its individual municipalities; and

WHEREAS, Wisconsin statutes require that a portion of the room tax receipts generated by the tourism industry be expended with a "Tourism Entity" as that term is defined in Wis. Stats Section 66.0615(1)(f), for the purpose of tourism promotion and tourism development, and such expenditure is a prudent expenditure to carry out public and municipal purposes of further improving the employment opportunities of the citizens and improving tax revenues from the tourism industry in a highly competitive market; and

WHEREAS, GMCVB is a Tourism Entity as that term is defined by law, and has performed the function of tourism promotion and tourism development on behalf of the City and other governmental agencies and private sector businesses since 1967, and the CITY desires to continue utilizing GMCVB as part of its overall strategy for tourism promotion and tourism development funded by room tax proceeds collected pursuant to the provisions of Wis. Stats Section 66.0615; and

WHEREAS, the tourism industry is not only composed of many diverse and small elements but also is metropolitan in character, it is also prudent, in order to achieve maximum results in achieving the goals set forth, to coordinate and cooperate within the Milwaukee region and within its municipalities in providing funding for GMCVB for the purpose of tourism promotion and tourism development and for soliciting the state, regional, and national market in order to expand the Milwaukee metropolitan tourism industry; now, therefore,

IT IS AGREED THAT in consideration of the mutual promises of the parties hereto, the CITY will pay to the GMCVB, in four equal payments, one each on or before the twentieth day of January, April, July and October of each calendar year, an amount equal to a 2.5% tax on the gross receipts of retailers furnishing at retail rooms or lodging to transients by hotelkeepers, motel operators and other persons furnishing accommodations, as provided in Wis. Stats. Section 66.0615, collected during the fiscal year ending June 30 of the year immediately prior to the payment year, provided, however, that the monies remitted to the GMCVB shall not exceed 2.5% of the aforesaid gross receipts collected during that payment year; and, it is

FURTHER AGREED THAT if circumstances beyond the control of the parties hereto, are cause to sufficiently change the payment to the GMCVB so as to adversely affect the aforesaid purposes of this agreement, the parties hereto agree to discuss modification of the above stated payment schedule, for the period affected, and, it is

FURTHER AGREED THAT GMCVB shall provide, on behalf of the City, the following services. Specific details for each year shall be included in an annual Strategic Plan for Wauwatosa as described below. The 2016 Strategic Plan Summary is attached hereto and incorporated herein:

- GMCVB will work to increase economic impact through conventions, meetings and region-wide event business for the Greater Milwaukee area, placing size-appropriate business and leisure travel in Wauwatosa hotels, and as a regional partner, giving preferential treatment to hotels in cities which are municipal members during region-wide conventions and events.
- GMCVB will continue to position and promote the CITY through its available channels, including inclusion in visitor guides, websites, email newsletter, blogs, media pitches, and videos.
- GMCVB will oversee and maintain Wauwatosa-specific online services, including but not limited to a website and social media content, and related promotional opportunities to position, promote, and drive tourism to Wauwatosa, and create additional content and drive traffic to such unique online resources to encourage travel for business, leisure, and group tour segments.
- GMCVB will produce and promote Wauwatosa-specific content, including videos, photos and tourism itineraries for distribution through appropriate channels and work diligently to draw viewers to such content.
- GMCVB will conduct season-specific campaigns for Wauwatosa to drive traffic and visitors in conjunction with efforts to emphasize the CITY's particular advantages as appropriate, including retail activities.
- GMCVB will conduct additional promotional activities as appropriate with an overall goal of promoting activities which will increase the collection of room tax revenue from overnight travelers to the CITY.

IT IS FURTHER AGREED THAT the effective date of this AGREEMENT will be January 2, 2016, and therefore, the first base period for computing calendar year 2016 payments to GMCVB shall be July 1, 2014 thru June 30, 2015; and it is

FURTHER AGREED THAT the CITY shall furnish to GMCVB quarterly reports of the total receipts from the tax imposed pursuant to said Wis. Stats Section 66.0615 in a timely manner; and it is

FURTHER AGREED THAT GMCVB shall provide to the CITY, on an annual basis, and not later than August 15 of each calendar year, a report on GMCVB's past year's activities region-wide and as specifically related to the Wauwatosa-specific goals stated above, as well as a Strategic Plan for the next full year of activity toward these same principles and goals. As

previously stated, the 2016 Strategic Plan Summary is attached hereto and incorporated herein. Such reports shall include quantitative data regarding hotel occupancy rates within Wauwatosa and throughout the Milwaukee region as appropriate and available, in addition to other measurable data regarding the performance of promotional activities undertaken by GMCVB. Representatives of GMCVB will present, in person, an overview of the report to the Common Council or a committee thereof, if requested, following submission of the report; and it is

FURTHER AGREED THAT the property, monies, business and affairs of GMCVB shall be controlled by the most recent version of the Articles of Incorporation and By-Laws of GMCVB, the current version of which are attached hereto and incorporated herein. The By-Laws shall include representation for the CITY on the GMCVB Board of Directors, consisting of not less than three members of that body (unless additional municipalities become members of GMCVB, at which time this number may be adjusted proportionately), and shall also provide that at least one representative of the CITY shall be a member of the Executive Committee responsible for the day-to-day operations of the GMCVB as provided in the By-Laws; and, it is

FURTHER AGREED THAT the expenditures of monies by GMCVB shall be in accordance with budgets and operating plans adopted by the GMCVB Board of Directors upon recommendation of the GMCVB Executive Committee for the purpose of performing services which are directly related to the solicitation promotion, and expansion of the tourism industry for the benefit of member municipalities, and the Milwaukee metropolitan area; and it is

FURTHER AGREED THAT GMCVB shall submit to the Finance Director of the CITY, or other designated representative, quarterly unaudited year-to-date Financial Statements and Income and Expense statements within thirty days of the close of each quarter, and an annual report for the prior calendar year, audited and certified by a Certified Public Accountant, employed by and at the expense of GMCVB by April 30 of each calendar year setting forth in such detail and together with such authenticated or verified documentation as shall be directed by the Board of Directors; and, it is

FURTHER AGREED THAT the Finance Director, or any duly designated representative of the CITY shall have access to all the books and records of GMCVB pertaining to expenditure of monies for the purpose of verifying that such expenditures were for a public purpose inuring to the benefit of the public; and it is

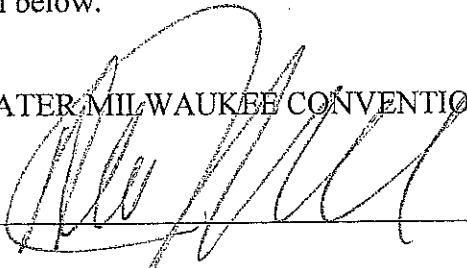
FURTHER AGREED THAT all of the benefits and terms granted by GMCVB herein are at least as favorable as the benefits and terms granted by GMCVB to any other municipal member. Should GMCVB enter into any subsequent agreement with any other municipal member which provides for benefits or terms more favorable than those contained in this Agreement, then this Agreement shall be deemed to be modified to provide CITY with those more favorable benefits and terms.

FURTHER AGREED THAT this AGREEMENT shall be in full force and effect from January 2, 2016, through and including the 31st day of December, 2016, and shall be automatically renewed for up to four additional one-year terms unless any party hereto desiring to modify or terminate

this agreement upon its expiration shall give notice of such intention at least sixty days prior to the expiration date provided herein.

IN WITNESS WHEREOF, the Parties have caused the Agreement to be signed on the dates written below.

GREATER MILWAUKEE CONVENTION AND VISITORS BUREAU, INC.

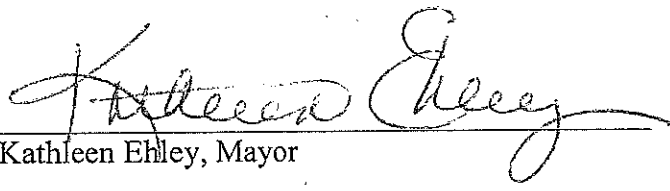


12/18/15
Date

By: Aldo Madrigano

Its: Chair of the Board


CITY OF WAUWATOSA


Kathleen Ehley, Mayor

^{ka}
12/20/2015
Date

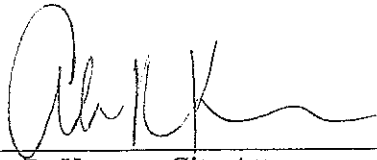
Carla A. Ledesma
Carla M. Ledesma, City Clerk

12-30-15
Date


John Ruggini, Finance Director

12/22/2015
Date

Approved as to form and execution:


Alan R. Kesner, City Attorney

12/21/15
Date

Attachment: Membership Agreement (VisitMilwaukee to Tourism Commission)

discussions and updates throughout the year. - Ayes: 7

4. Discussion of room tax as it relates to the 2017 budget

Mr. Archambo addressed this item with the committee as more of a policy issue than a budget issue. He mentioned that when Mr. Ruggini put the budget forecast together, it was made evident that the room tax revenue had significantly increased.

Mr. Archambo explained how the Hotel/Motel tax works and he gave the projection of the annual amount that will be required to be spent on tourism promotion over the next five years.

The Government Affairs committee had questions pertaining to the city's tourism commission and the Visit Milwaukee contract. Some of those questions and/or concerns are:

- Should the Council delegate to the tourism commission the management of the Visit Milwaukee contract
- The Government Affairs committee would like more oversight of the commission prior to it being operational
- As the commission is staffed, observe the relationship between the commission and Visit Milwaukee

Moved by Ald. Tilleson, seconded by Ald. Rifelj to recommend approval of moving the Visit Milwaukee contract to the Tourism Commission for one year. At that time, the Government Affairs committee will review the activity and a report from the Tourism Commission is to be given on the status of the relationship with Visit Milwaukee. - Ayes: 7

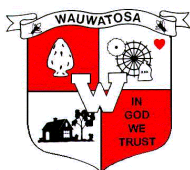
RESULT:	RECOMMENDED FOR APPROVAL [UNANIMOUS] Next: 9/20/2016 7:30 PM
TO:	Common Council
MOVER:	Joel Tilleson, Alderman
SECONDER:	Kelly Rifelj, Alderwoman
AYES:	Wilson, Dubinski, Tilleson, Stippich, Kofroth, Walsh, Rifelj

5. Current legislation affecting Wauwatosa interests

Due to the lack of time, it was the consensus of the committee to hold for discussion these items for a later date.

Carla A. Ledesma, CMC, City Clerk

CITY OF WAUWATOSA
MEMO



To: **Government Affairs Committee**

From: **Carla Ledesma**

Date: **September 28, 2017**

Subject: **Memo from the City Clerk forwarding the year-to-date Common Council travel expenses**

A. Issue

The Government Affairs Committee had requested a September year-to-date report of travel fund use by the Common Council.

B. Background/Options

Various Council members are registered to attend conferences or meetings in Appleton, Milwaukee, and Charlotte, North Carolina in October and November, as noted on the attached spreadsheet.

C. Fiscal Impact

Through September, a total of \$1,140 from the \$6,000 budget has been spent from the Conference and Travel line item of the Common Council budget.

History:

09/26/17 Government Affairs Committee HELD

It was moved by Ald. Tilleson, seconded by Ald. Kofroth
to hold this item for the next Government Affairs Committee
meeting on October 10, 2017. Ayes: 6

COMMON COUNCIL TRAVEL:					
DATE	NAME	COST	ACCOUNT	PURPOSE	BUDGET
					6,000
4/13/2017	McBride	\$80	01-111-5410-000	Business Journal's Real Estate Awards Luncheon	5,920
6/20/2017	Berdan	\$40	01-111-5410-000	Public Policy Forum Salute to Local Gov't Breakfast	5,880
10/18-20/2017	Berdan	\$205	01-111-5410-000	League of WI Municipalities Conference, Appleton	5,675
10/18-20/2017	Welch	\$205	01-111-5410-000	League of WI Municipalities Conference, Appleton	5,470
11/15-18/2017	Causier	\$460	01-111-5410-000	Nat'l League of Cities Conference, Charlotte, NC	5,010
10/11/2017	Berdan	\$75	01-111-5410-000	Metro. Milw. Assoc. of Commerce meeting	4,935
10/11/2017	Bryne	\$75	01-111-54410-000	Metro. Milw. Assoc. of Commerce meeting	4,860

Attachment: COMMON COUNCIL TRAVEL 2017 (CC travel 9/17 report)