



CITY OF WAUWATOSA

TOURISM COMMISSION

AGENDA • NOVEMBER 8, 2017

Regular Meeting

Committee Room #1

12:00 PM

7725 West North Avenue, Wauwatosa, WI 53213

TOURISM COMMISSION ITEMS

1. Discussion and possible action of meeting minutes of September 13, 2017
2. Presentation from Visit Milwaukee on Wauwatosa Tourism Work for 2017 and 2018

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

TOURISM COMMISSION

MINUTES • SEPTEMBER 13, 2017

Regular Meeting **Committee Room #2** **12:00 PM**

7725 West North Avenue, Wauwatosa, WI 53213

TOURISM COMMISSION ITEMS

Attendee Name	Title	Status	Arrived
Kathleen Causier	Aldерwoman	Present	
Stephanie Portrey		Present	
Lori Hagopian		Present	
Janet McMahon		Present	
Marilu Knode		Absent	
Gino Salomone		Absent	
James Archambo	City Administrator	Present	
Alan Kesner	City Attorney	Present	
Melissa Weiss	Communications Manager	Present	
Kathleen Ehley	Mayor	Present	

1. Member Introductions

Member introductions made.

2. Election of Chair, Vice Chair, and Secretary Positions

3. Name Stephanie Portrey Chair, Janet McMahon Vice Chair, and Lori Hagopian Secretary.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Stephanie Portrey
SECONDER:	Lori Hagopian
AYES:	Portrey, Hagopian, McMahon
ABSENT:	Knode, Salomone
EXCUSED:	Causier

4. 2017 and 2018 Tourism Expenditures

5. Approve 2017 expenditures as presented and authorize public art initiative for 2017 and 2018.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Stephanie Portrey
SECONDER:	Lori Hagopian
AYES:	Portrey, Hagopian, McMahon
ABSENT:	Knode, Salomone
EXCUSED:	Causier

6. Presentation from City Attorney Alan Kesner

Attachment: Tourism Minutes 9.13.17 (Previous meeting minutes)

City Attorney Alan Kesner gave presentation on open records and open meetings, as well as state law for Tourism funds and Commissions.

Carla A. Ledesma, CMC, City Clerk

Attachment: Tourism Minutes 9.13.17 (Previous meeting minutes)

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

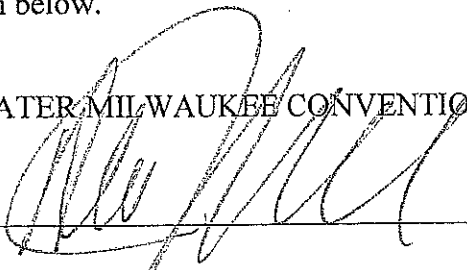
FURTHER AGREED THAT all of the benefits and terms granted by GMCVB herein are at least as favorable as the benefits and terms granted by GMCVB to any other municipal member. Should GMCVB enter into any subsequent agreement with any other municipal member which provides for benefits or terms more favorable 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.

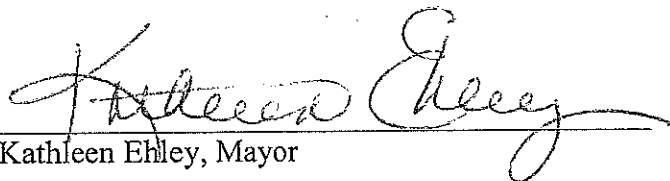


12/18/15
Date

By: Aldo Madriano

Its: Chair of the Board


CITY OF WAUWATOSA


Kathleen Ehley, Mayor

^{ke}
12/20/2015
Date

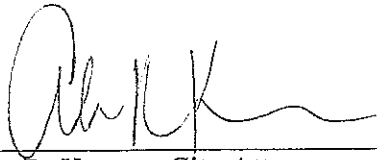
Carla A. Ledesma
Carla M. Ledesma, City Clerk

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: Contract with VISIT Milwaukee (Visit Milwaukee Agreement)