



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Minutes - Final

Room Tax Commission

Thursday, September 3, 2020

4:00 PM

Virtual Meeting

Draft until approved at Commission's September 1, 2021 meeting.

In an effort to reduce the spread of COVID-19, the Room Tax Commission meeting was held through video conferencing and available to the public for viewing at the following link:
<https://stream.lifesizecloud.com/extension/4795863/02ac98ca-8f84-4f8c-9e21-5faab538e7dc>

Members of the public wishing to speak on an agenda item were asked to contact the Commission Secretary at the email or phone number below to be provided with the necessary information to join in. Members of the public wishing to provide written comments on any agenda could do so by emailing leissoa@cityoflacrosse.org, calling (608)789-7595, using the drop box outside of City Hall or sending mail to the Room Tax Commission (HR Dept), 400 La Crosse Street, La Crosse WI 54601.

Call to Order

Meeting called to order by Commissioner Padesky at 4:03 p.m.

Roll Call

Guests: AJ Frels, Valerie Fenske, Dave Harm, Art Fahey, Sue Wieman

Present: 4 - Wayne Delagrave, Gary Padesky, John Wettstein, Nick Weber

Excused: 1 - Marilyn Wigdahl

Approval of Minutes

Minutes of September 4, 2019 meeting.

Motion by Commissioner Weber to approve the minutes for the September 4, 2019 meeting. Motion seconded by Commissioner Padesky. Unanimous approval.

Agenda Items:

I. Room Tax Distribution Report as of August, 2020

Valerie Fenske, City Finance Director, shared a slide presentation to discuss Room Tax statistics. Following the presentation, the La Crosse Center and Convention Visitors Bureau asked for copies of the slides.

Motion by Commissioner Weber to accept and file the report. Motion seconded by Commissioner Padesky. Unanimous approval.

II. La Crosse Center Budget Report for 2020 and 2021

Presented by: Art Fahey, La Crosse Center Director, and Sue Wieman, Business Manager

DISCUSSION:

-Due to COVID, no business since March. Staffing reductions were implemented as a result.

-Shared current status and possible plans for rest of 2020 and early 2021.

-2021 budget reflects planning for a decline in Room Tax.

Motion by Commissioner Delagrave to accept and file the report. Motion seconded by Commissioner Wettstein. Unanimous approval.

Motion by Commissioner Delegrave to approve the 2021 budget for the La Crosse Center. Motion seconded by Commissioner Wettstein. Unanimous approval.

III. Explore La Crosse Budget Report for 2020 and 2021

Presented by: A.J. Frels, Executive Director

DISCUSSION:

-2020 has been a strong year for fishing. Currently promoting "safe leisure travel." La Crosse is currently ahead of the curve for occupancy. Staff members furloughed during initial months of the pandemic but are now starting to return and working on bookings for three to four years from now.

-In 2021, numbers are conservative as hesitation is still expected, but hopeful for the second half of the year. Mr. Frels hopes to have Beer, Wine, and Cheese festival and trolley operation. Ads for the Visitors guide in 2020 will be honored in the 2021 guide at no cost.

Motion by Commissioner Weber to accept and file the report. Motion seconded by Commissioner Delagrave. Unanimous approval.

Motion by Commissioner Weber to approve the 2021 budget for Explore La Crosse. Motion seconded by Commissioner Delagrave. Unanimous approval.

IV. Other matters that may be lawfully be considered by the Commission.

No items discussed.

Adjournment

Motion to adjourn by Commissioner Delagrave. Motion seconded by Commissioner Weber. Unanimous approval.

Meeting adjourned by Commissioner Padesky at 4:58 p.m.