

VILLAGE OF NEW GLARUS
TOURISM COMMISSION
Village Hall Board Room – 319 2nd Street, New Glarus, WI
5/16/24 5:00 P.M.

AGENDA:

1. Approval of Agenda
2. Public Comments
3. Approve Minutes of Previous Meeting 4/26/23
4. Consideration/Discussion: 2023 State Room Tax Report
5. Consideration/Discussion: New Glarus Chamber of Commerce Reports
6. Village Updates
7. Adjournment

Lauren Freeman
Village Administrator

POSTED:

N.G. Village Hall 5/10/24
N.G. Post Office 5/10/24
Bank of New Glarus 5/10/24



Kelsey A. Jenson, Clerk

PURSUANT TO APPLICABLE LAW, NOTICE IS HEREBY GIVEN THAT A QUORUM OR A MAJORITY OF THE NEW GLARUS VILLAGE BOARD OF TRUSTEES MAY ATTEND THIS MEETING. INFORMATION PRESENTED AT THIS MEETING MAY HELP FORM THE RATIONALE BEHIND FUTURE ACTIONS THAT MAY BE TAKEN BY THE NEW GLARUS VILLAGE BOARD.

PERSONS REQUIRING ADDITIONAL SERVICES TO PARTICIPATE IN A PUBLIC MEETING MAY CONTACT THE VILLAGE CLERK FOR ASSISTANCE AT 527-2510.

**VILLAGE OF NEW GLARUS
TOURISM COMMISSION
MEETING MINUTES
4/26/23 9:00 A.M.**

**Attendance: Brianna Lenzlinger, Beth Luchsinger, Roger Truttmann, Tory Hutchison
Also in Attendance: Village Administrator Lauren Freeman, Chamber Director Bekah Stauffacher, Village Clerk/Treasurer Kelsey Jenson**

1. Appointment of Meeting Chair: Roger Truttmann moved appointment of Beth Luchsinger. Hutchison seconds. Motion passes 4-0
2. Approval of Agenda: Tory Hutchison moved approval of the agenda. Second by Truttmann. Motion passes 4-0
3. Approve Minutes of Previous Meeting 5/26/21: Motion by Brianna Lenzlinger to approve. Second by Luchsinger. Motion passes 4-0
4. Consideration/Discussion: 2021 and 2022 State Room Tax Reports: The Committee reviewed the reports and discussed the room tax rate and the percentage share of the Village and Chamber of Commerce. Tory Hutchison made a motion to adjust the percentage share of the room tax to 85% Chamber, 12% Village, 3% Owner. Second by Truttmann. Motion passes 4-0.
5. Consideration/Discussion: New Glarus Chamber of Commerce Reports: Chamber Director Bekah Stauffacher provided a presentation on the Chamber's activities and expenditures utilizing the room tax dollars. The Committee thanks her for the presentation.
6. Adjournment: The meeting was adjourned at 10:03 AM.

Lauren Freeman
Village Administrator

2023 Room Tax Report

Municipality

Co-muni code 23161	Municipality VILLAGE OF NEW GLARUS	County GREEN	Due date May 1, 2024	Report type ORIGINAL
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Section A: Room Tax Collection

1. Room tax collected in 2023	\$84,811
2. Room tax rate imposed as of December 31, 2023	5.00 %
3. Did your municipality change your room tax rate during 2023?	No
4. If yes above, provide your municipality's prior room tax rate	%

Section B: Room Tax Revenue Distributions

1. During 2023, did your municipality forward room tax revenues to a tourism entity or commission for tourism development?	Yes
2. List each tourism entity and commission that received room tax revenues from your municipality	
Tourism Entity or Commission	Revenues Distributed to Entity or Commission
1. New Glarus Tourism Commission	\$80,533

Section C: Tourism Entity/Commission Members

For each tourism entity and commission reported in Section B, you must provide member information including any related business entities.

- For a tourism commission - list each member
- For a tourism entity - list each member of its governing body
- Related business entity - includes a business the member owns, operates or is employed by. Select "None" to indicate the member has no related business entity.

1. New Glarus Tourism Commission

First Name	Last Name	Related Business Entity
Tori	Hutchinson	Hutch & Hide
Brianna	Lenzlinger	Chalet Landhaus
Beth	Luchsinger	None
Roger	Truttman	None
Brad	Beal	None

2023 Room Tax Report

Section D: Tourism Promotion/Development Expenditures

1. Of the room tax revenue forwarded for tourism promotion and tourism development, report all expenditures of \$1,000 or more made by a tourism commission and tourism entity.

To report your expenditures, you must:

- Attach an expenditure report as a PDF, and/or
- Enter each expenditure below

Note: These expenditures are provided to your municipality by a tourism entity and tourism commission.

Date	Recipient Name	Amount	Description (optional)
02/22/2023	New Glarus Chamber of Commerce	\$17,757	
05/17/2023	New Glarus Chamber of Commerce	\$12,683	
08/16/2023	New Glarus Chamber of Commerce	\$21,100	
11/08/2023	New Glarus Chamber of Commerce	\$28,993	

Attachments:

Section E: 1994 Documentation

1. Did your municipality collect room tax on May 13, 1994? No

2. You must attach (PDF files), unless provided in a prior year:

Room tax ordinance in effect on May 13, 1994

Municipality's financial statement closest to May 13, 1994 showing the percentage of room tax revenues retained by the municipality for purposes other than tourism promotion and development

2023 Room Tax Report

Preparer/Contact Information

Preparer name Deanna Young	Preparer title Deputy Clerk-Treasurer	Preparer phone (608) 527-3677	Preparer email ngclerk2@newglarusvillage.com
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Contact Information

Contact name Deanna Young	Contact title Deputy Clerk-Treasurer	Contact phone (608) 527-3677	Contact email ngclerk2@newglarusvillage.com
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Comments

New Glarus Chamber of Commerce, Inc.
Transaction Report
January - December 2023

<u>Date</u>	<u>Name</u>	<u>Memo/Description</u>	<u>Amount</u>
Room Tax Income/Government Grants			
02/07/2023	State of Wisconsin	TIC Grant from State Dept Tourism	1,000.00
03/03/2023	Village of New Glarus	Q4 2022 Room Tax	17,756.51
05/26/2023	Village of New Glarus	Q1 2023 Room Tax	12,683.00
08/22/2023	Village of New Glarus	Q2 2023 Room Tax	21,099.89
08/24/2023	Village of New Glarus	Room Tax Refund	-5,652.52
11/14/2023	Village of New Glarus	Q3 2023 Room Tax	28,993.32
			\$ 75,880.20

**Refund to lodging property that overpaid

<u>Date</u>	<u>Name</u>	<u>Memo/Description</u>	<u>Amount</u>
Room Tax Expenses			
Room Tax Marketing			
01/16/2023	Green County Tourism -	2022 Coop advertising	-2,000.00
01/16/2023	Close Publications	2023 Bike Guide ad	-800.00
02/03/2023	Ebel Entertainment	It's Polka Time! Radio ad	-460.00
02/10/2023	Premier Tourism Marketing	2023 Circle WI Planner	-1,525.00
02/10/2023	Audacy Operations, Inc	2023 Annual Radio Ads	-1,997.64
02/14/2023	Visa	Google Ads	-151.81
03/02/2023	Postal Connections	Bus tour sell sheets	-113.94
03/10/2023	Visa	Google Ads	-151.98
03/24/2023	Audacy Operations, Inc	Refund	114.80
04/03/2023	Green County Tourism -	2022 Co-op advertising	-2,000.00
04/06/2023	Madden Media	Half Page Ad 2023 WI Travel Guide	-2,770.00
04/13/2023	Visa	Google Ads	-151.99
04/13/2023	Visa	Facebook Ads	-49.93
04/13/2023	Visa	Google Ads	-152.00
05/10/2023	Visa	Facebook	-50.00
05/10/2023	Visa	Econoprint maps	-212.43
05/26/2023	Postal Connections	Bulk visitor guide shipment	-4,132.11
06/01/2023	Vector & Ink	2 pages in See Wisconsin	-2,400.00
06/07/2023	Visa	Facebook Ads	-109.92
06/07/2023	Visa	Google Ads	-151.99
06/20/2023	Green County Tourism -	2022 Coop advertising	-4,000.00
06/30/2023	Morris Media of Monroe	Visit Green County	-200.00
06/30/2023	News Publishing Company	BBFT & BBC ads	-1,292.00
07/13/2023	Visa	Facebook ads	-3.66
07/13/2023	Visa	Google Ads	-147.18
07/13/2023	Visa	Google Ads	-151.94
07/13/2023	Visa	Facebook ads	-175.00

07/20/2023	Big Radio	Polkafest Ad	-560.00
08/18/2023	Synqronus Communications	Attractions video	-850.00
08/18/2023	Visa	Facebook ads	-61.34
09/08/2023	Thysse Printing Services Inc	Tear off map printing	-746.30
09/15/2023	Visa	Google Ads	-150.87
09/15/2023	Visa	Facebook ads	-36.96
09/15/2023	Visa	Facebook Ads	-5.72
09/15/2023	Visa	Audacy	-821.94
09/25/2023	Green County Tourism -	2023 co-op advertising	-5,000.00
09/26/2023	Madden Media	Half page ad 2024 WI Travel Guide	-3,185.00
10/13/2023	Visa	Facebook Ads	-7.54
10/13/2023	Visa	Google Ads	-144.62
10/13/2023	Visa	Facebook Ads	-145.30
10/16/2023	Mount Horeb Chamber of Comr	Sugar River Valley ad campaign	-2,266.67
10/31/2023	Postal Connections	Boos & Brews, Wine Walk & Downtown	-321.88
11/14/2023	Visa	Facebook Ads	-144.44
11/14/2023	Visa	Google Ads	-151.77
11/14/2023	Visa	Audacy Operations	-1,018.80
11/15/2023	Green County Tourism -	2023 co-op advertising	-5,000.00
11/30/2023	News Publishing Company	Christkindli Ad	-400.00
12/06/2023	Green County Tourism -	2024 Green County VG	-1,800.00
12/06/2023	Audacy Operations, Inc	Radio ads	-1,997.64
12/11/2023	Visa	Facebook ads	-3.26
12/11/2023	Visa	USPS	-8.42
12/11/2023	Visa	Facebook ads	-65.32
12/11/2023	Visa	Google Ads	-151.59
12/27/2023	Mount Horeb Chamber of Comr	Everyday M&K - Sugar River Valley co-c	-500.00
12/31/2023	Close Publications	2024 Ad - Bike Guide	-1,100.00

**Total for Room
Tax Marketing**

-51,881.10

Graphic Design

03/02/2023	Liz Schaefer Designs LLC	Polkafest/Oktobefest	-270.00
03/16/2023	Kate Douma LLC	Jan/Feb 2023	-359.63
04/06/2023	Kate Douma LLC	BBC Map/Bike Rodeo Files	-28.26
04/28/2023	Thysse Printing Services Inc	2023-24 Tear Offs	-987.61
05/05/2023	Liz Schaefer Designs LLC	Polkafest Social Graphics	-22.50
05/19/2023	Kate Douma LLC	April graphic design	-413.26
05/31/2023	Liz Schaefer Designs LLC	Polkafest Poster Update	-45.00
06/13/2023	Kate Douma LLC	BBC Vendor Map	-55.00
07/31/2023	Kate Douma LLC	Oktobefest EAP/Christkindli misc.	-141.28
09/07/2023	Liz Schaefer Designs LLC	Oktobefest 2023	-157.50
10/06/2023	Kate Douma LLC	Tear Off Update	-97.01
11/10/2023	Kate Douma LLC	Wine Walk, Boos & Brews, Downtown T	-192.50
11/30/2023	Kate Douma LLC	Christkindli	-533.50

Total for Graphic Design

-3,303.50

Photography

01/27/2023	Sue Moen	Sue Moen Photos	-800.00
05/31/2023		Void ch # 8084 dated 6/27/22	150.00
06/11/2023	Bainbridge Images	BBC/Polkafest 2023	-225.00
10/24/2023	Bainbridge Images	Photography	-150.00
12/01/2023	Bainbridge Images	Photography	-187.00

Total for Photography - \$ 1,212.00

Visitor Guide Expense

04/14/2023	Jerome Mooney Photography LI 2023 VG - creation		-4,600.00
05/12/2023	Jerome Mooney Photography LI 2023 Guides - printing		-14,068.64

Total for Visitor Guide Expense - \$18,668.64

Visitor Guide Postage - \$ 2,572.21

TOTAL - \$77,637.00