

VILLAGE OF NEW GLARUS
TOURISM COMMISSION
Village Hall Board Room – 319 2nd Street, New Glarus, WI
5/6/25 4:00 P.M.

AGENDA:

1. Approval of Agenda
2. Public Comment
3. Approve Minutes of Previous Meeting 5/16/24
4. Consideration/Discussion: 2024 State Room Tax Report
5. Consideration/Discussion: 2024 New Glarus Chamber of Commerce Report
6. Adjournment

Lauren Freeman
Village Administrator

POSTED:

N.G. Village Hall 5/2/25
N.G. Post Office 5/2/25
Bank of New Glarus 5/2/25



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.

UNAPPROVED MINUTES
VILLAGE OF NEW GLARUS
TOURISM COMMISSION
MEETING MINUTES
5/16/24 5:00 P.M.

Attendance: Brianna Lenzlinger, Tory Hutchison, Brad Beal

Also in Attendance: Village Administrator Lauren Freeman, Former Chamber Director Bekah Stauffacher, Chamber Staff Annie O'Connor

1. Approval of Agenda: Brad Beal moved approval of the agenda. Second by Lenzlinger. Motion passes 3-0
2. Approve Minutes of Previous Meeting 4/26/23: Motion by Brianna Lenzlinger to approve. Second by Beal. Motion passes 3-0
3. Consideration/Discussion: 2023 State Room Tax Report: Motion by Brad Beal to accept 2023 State Room Tax Report. Second by Lenzlinger. Motion passes 3-0.
4. Consideration/Discussion: New Glarus Chamber of Commerce Reports: Former Chamber Director Bekah Stauffacher provided a presentation on the Chamber's activities and expenditures utilizing the room tax dollars. No action was taken.
5. Village Updates: Administrator Freeman provided an update on a proposed zoning ordinance that could potentially cap the number of short-term rentals in New Glarus. No action was taken.
6. Adjournment: The meeting was adjourned at 5:44 PM.

Lauren Freeman
Village Administrator

2024 Room Tax Report

Municipality

Co-muni code 23161	Municipality VILLAGE OF NEW GLARUS	County GREEN	Due date May 1, 2025	Report type ORIGINAL
-----------------------	---------------------------------------	-----------------	-------------------------	-------------------------

Section A: Room Tax Collection

1. Room tax collected in 2024	\$104,306
2. Room tax rate imposed as of December 31, 2024	5.00 %
3. Did your municipality change your room tax rate during 2024?	No
4. If yes above, provide your municipality's prior room tax rate	%

Section B: Room Tax Revenue Distributions

1. During 2024, 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	\$85,160

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

2024 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)
02/07/2024	New Glarus Chamber of Commerce	\$15,898	
02/21/2024	New Glarus Chamber of Commerce	\$57	
05/08/2024	New Glarus Chamber of Commerce	\$13,245	
08/07/2024	New Glarus Chamber of Commerce	\$24,107	
11/20/2024	New Glarus Chamber of Commerce	\$31,853	

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

2024 Room Tax Report

Preparer/Contact Information

Preparer name Shari Cash	Preparer title Deputy Clerk-Treasurer	Preparer phone (608) 527-3677	Preparer email ngclerk2@newglarusvillage.com
-----------------------------	--	----------------------------------	---

Contact Information

Contact name Shari Cash	Contact title Deputy Clerk-Treasurer	Contact phone (608) 527-3677	Contact email ngclerk2@newglarusvillage.com
----------------------------	---	---------------------------------	--

Comments

Submission Information

You successfully submitted your report. Save and/or print a copy for your records.

Co-muni code: 23161

Submission date: 04-02-2025 12:02 PM

Confirmation: RT20240668O1743613091855

Submission type: ORIGINAL

2024 Room Tax Summary - Revenue

	Airbnb	Blanc Chalet	Chalet	Evolve	Holy Cow	HomeAway	Ravens Nest	illage Retre	TOTAL
1st Qu	\$ 6,925.85	2,350.22	\$ 5,166.11	\$ -	\$ -	\$ 488.96	\$ -	\$ 183.87	\$15,115.02
2nd Qu	\$ 6,346.77	6,359.39	\$ 13,804.15	\$ 55.63	\$ -	\$ 756.21	\$ -	\$ 188.56	\$27,510.71
3rd Qu	\$ 5,798.46	8,881.39	\$ 19,619.55	\$ -	\$ -	\$ 1,739.77	\$ -	\$ 310.42	\$36,349.59
4th Qu	\$ 3,530.91	5,693.42	\$ 11,484.96	\$ -	\$ 31.86	\$ 1,140.29	\$ 90.84	\$ 229.33	\$22,201.62
TOTAL	\$22,601.99	\$23,284.42	\$50,074.77	\$55.63	\$31.86	\$4,125.24	\$90.84	\$912.18	\$101,176.94

Chamber 85%, US 12%

ROOM TAX COLLECTED	23,301.02	24,004.56	51,623.46	57.35	32.85	4,252.82	93.65	940.40	104,306.11
ADMIN FEE	699.03	720.14	1548.70	1.72	0.99	127.58	2.81	28.21	3,129.18
TOTAL PAID	22,601.99	23,284.42	50,074.76	55.63	31.86	4,125.24	90.84	912.19	101,176.93
CHAMBER	19,805.87	20,403.87	43,879.93	48.75	27.92	3,614.90	79.60	799.33	88,660.19
VILLAGE	2,796.12	2,880.55	6,194.82	6.88	3.94	510.34	11.24	112.85	12,516.73

2023 Qtr 4 Village 2,148.11
 2024 Qtr 1-3 Village 9,770.17
 11,918.28

2023 Qtr 4 Chamber 15,954.49
 2024 Qtr 1-3 Chamber 69,205.12
 85,159.61

New Glarus Chamber of Commerce, Inc.

Transaction Report

January - December 2024

	Date	Transaction Type	Name	Memo/Description	Amount
Room Tax Income/Government Grants	02/16/2024	Deposit	Village Of New Glarus	4th Quarter	15,897.82
	03/01/2024	Deposit	Village Of New Glarus	Q4 - Raven's Nest	56.67
	03/25/2024	Bill	Village Of New Glarus	Overpayment refund for Blanc Chalet	-720.62
	05/10/2024	Deposit	Village Of New Glarus	2024 QTR 1 Room Tax	13,245.11
	08/09/2024	Deposit	Village Of New Glarus	Q2 Room Tax	24,107.30
	11/22/2024	Deposit	Village Of New Glarus	Q3	31,852.71
Total Income					\$84,438.99
	Date	Transaction Type	Name	Memo/Description	Amount
Room Tax Expenses					
Graphic Design	03/07/2024	Bill	Liz Schaefer Designs LLC	Oktoberfest Logo Update	-112.5
	03/25/2024	Bill	Kate Douma LLC	VG Cover 2024	-178.75
	04/10/2024	Bill	Rebekah Ely Studios	Update to cow map	-500
	05/17/2024	Bill	Kate Douma LLC	Festival Graphics	-361.28
	06/05/2024	Bill	Kate Douma LLC	Cow Map & BBC Map	-165
	07/16/2024	Bill	Kate Douma LLC	Cow Maps	-55.76
	08/16/2024	Bill	Kate Douma LLC	Biz Cards, Oktoberfest EAP, Cow Parade	-55.76
	10/07/2024	Bill	Kate Douma LLC	Christkindli updates, wine walk map, dov	-180.26
Total for Graphic Design					-\$1,609.31
Photography	01/19/2024	Bill	Sue Moen	2024 Photos	-800
	03/19/2024	Bill	Visa	Tofflers	-33.24
	06/12/2024	Bill	Visa	Chalet Cheese Haus	-15.55
	06/12/2024	Bill	Visa	New Glarus Bakery	-10.91
Total for Photography					-\$859.70
Print Advertising	12/11/2024	Bill	Milwaukee Magazine	Milwaukee Magazine	-995
	12/11/2024	Bill	Milwaukee Magazine	Digital Milwaukee Magazine	-500
	12/20/2024	Expense	Circle WI Planner	PAYPAL *PREMIERTOUR	-1,500.00
	12/20/2024	Expense	Group Tour magazine	GREENSPRING MEDIA	-2,225.00
Total for Print Advertising					-\$5,220.00
Room Tax Marketing	01/05/2024	Bill	Close Publications	2024 Ad	-1,100.00
	01/19/2024	Bill	Visa	Google Ads	-151.95
	01/19/2024	Bill	Mount Horeb Chamber of Co	Split for SHPRA	-666.67
	01/19/2024	Bill	Mount Horeb Chamber of Co	Split for Winter Map Design	-266.67
	01/19/2024	Bill	Visa	Facebook Ads	-41.42
	02/14/2024	Bill	Northwood Map Publisher	2024 WI Travel Atlas	-675
	02/14/2024	Bill	Visa	Google Ads	-151.96
	03/19/2024	Bill	Visa	Google Ads	-149.79
	03/19/2024	Bill	Visa	Facebook	-39.98
	03/25/2024	Bill	Mount Horeb Chamber of Co	That Wisconsin Couple Split	-350

04/05/2024	Bill	Green County Tourism -		-5,000.00
04/16/2024	Bill	Ebel Entertainment	Polkafest 2024	-460
04/16/2024	Bill	Visa	Google Ads	-150.46
04/16/2024	Bill	Finger Publishing, Inc.	Job postings	-413.4
05/01/2024	Bill	Mount Horeb Chamber of Co	Placer Split	-2,266.67
05/08/2024	Bill	Thysse Printing Services Inc	2024-2025 Tear Off Maps	-1,153.42
05/17/2024	Bill	Visa	Google Ads	-149.67
05/17/2024	Bill	Finger Publishing, Inc.	Executive Director Job Posting	-117
05/24/2024	Bill	Vector & Ink	2 pg ad - See Wisconsin	-2,500.00
06/12/2024	Bill	Visa	Google Ads	-152
06/12/2024	Bill	Morris Media of Monroe	Shop local	-290
06/12/2024	Bill	Visa	Google Ads	-151.68
06/24/2024	Bill	Finger Publishing, Inc.	Bike Rodeo & Driftless Explorer Ad	-1,037.00
07/16/2024	Bill	Postal Connections	Cow Maps	-396.68
08/05/2024	Bill	Verona Area Chamber of Co	Sugar River Valley Wayward Co-op	-2,225.00
08/16/2024	Bill	Visa	Google Ads	-151.98
08/23/2024	Bill	Circle Wisconsin	2025 Membership	-650
09/10/2024	Bill	Visa	Facebook	-35
10/07/2024	Bill	Finger Publishing, Inc.	Oktoberfest	-600
10/09/2024	Bill	Visa	Facebook	-35
10/09/2024	Bill	Visa	Google Ads	-152
10/09/2024	Bill	Visa	Shepherd Express	-615
10/09/2024	Bill	Visa	Facebook	-35
10/09/2024	Bill	Visa	Facebook	-18.57
10/09/2024	Bill	Visa	Facebook	-8.11
10/09/2024	Bill	Visa	Facebook	-35
10/09/2024	Bill	Visa	Facebook	-35
10/09/2024	Bill	Visa	Facebook	-39
10/24/2024	Bill	Close Publications	WI arts & cheese, special events planner	-2,300.00
10/24/2024	Bill	Green County Tourism -	Green County Co-Op Advertising 2024	-7,000.00
11/11/2024	Bill	Visa	Facebook	-48
11/11/2024	Bill	Visa	Google Ads	-150.23
11/11/2024	Bill	Visa	Facebook	-43
11/11/2024	Bill	Visa	Facebook	-1.68
11/11/2024	Bill	Visa	Facebook	-53
11/11/2024	Bill	Visa	Facebook	-53
11/11/2024	Bill	Visa	Facebook	-10.31
11/21/2024	Bill	Morgan Murphy Media	Chanel 3000	-1,400.00
11/21/2024	Bill	APG of Southern Wisconsin	Discover WI	-889
11/21/2024	Bill	Madden Media	Half page - 2025 Spring/Summer Season	-1,495.00
12/6/2024	Expense	Facebook	FACEBK *EHCT5DGB52	-59
12/12/2024	Expense	Visa	Facebook	-28.62
12/12/2024	Expense	Visa	Facebook	-53
12/12/2024	Expense	Visa	Facebook	-53
12/12/2024	Expense	Visa	Facebook	-53
12/12/2024	Expense	Visa	Facebook	-53
12/12/2024	Expense	Visa	Facebook	-53

	12/12/2024	Expense	Visa	Facebook	-53	
	12/14/2024	Expense	Facebook	FACEBK *U3FBYEYB52	-6.6	
	12/14/2024	Expense	Facebook	FACEBK *9ZMPJDUB52	-43.66	
Total for Room Tax Marketing					-36,400.18	
Visitor Guide Expense	04/16/2024	Bill	Visa	Directmail.cm	-146.79	
	04/16/2024	Bill	Jerome Mooney Photograph	Printing of 2024 VG	-14,028.75	
	04/16/2024	Bill	Jerome Mooney Photograph	Production of 2024 VG	-4,700.00	
Total for Visitor Guide Expense					-18,875.54	
Visitor Guide Postage	01/01/2024	Check	Bekah Stauffacher .		-7.64	
	01/19/2024	Bill	Visa	USPS	-264	
	01/19/2024	Bill	Visa	USPS	-542.3	
	02/14/2024	Bill	Visa	USPS	-3.64	
	02/14/2024	Bill	Visa	USPS	-3.64	
	02/14/2024	Bill	Visa	USPS	-5	
	02/14/2024	Bill	Visa	USPS credit	3.64	
	03/26/2024	Bill	Econoprint	VG envelopes	-474.49	
	04/16/2024	Bill	Visa	USPS	-472.35	
	05/24/2024	Bill	Postal Connections	Bulk Mailings	-4,383.79	
	07/16/2024	Bill	Visa	USPS.com	-202.35	
	07/16/2024	Bill	Visa	USPS.com	-8.47	
	09/10/2024	Bill	Visa	USPS	-7.56	
	09/10/2024	Bill	Visa	USPS	-21.09	
	11/11/2024	Bill	Visa	USPS	-287.55	
	11/11/2024	Bill	Visa	USPS	-24.66	
	11/11/2024	Bill	Visa	USPS	-8	
					-56,712.89	
Wages Expense	01/05/2024	Journal Entry	Wages and Salary		-3,865.38	* Due to two delayed invoices, our marketing expenses came in slightly below budget. We also exceeded expectations by generating \$15,000 more in room tax dollars than budgeted! Payroll expenses have been rolled into our total expenses, and it's important to note that all four payroll positions include managing the Visitor Center, making them approved "Room Tax" salaries.
	01/19/2024	Journal Entry	Wages and Salary		-4,115.38	
	02/02/2024	Journal Entry	Wages and Salary		-4,160.38	
	02/16/2024	Journal Entry	Wages and Salary		-4,115.38	
	03/01/2024	Journal Entry	Wages and Salary		-4,115.38	
	03/15/2024	Journal Entry	Wages and Salary		-4,115.38	
	03/29/2024	Journal Entry	Wages and Salary		-4,307.69	
	04/12/2024	Journal Entry	Wages and Salary		-4,307.69	
	04/26/2024	Journal Entry	Wages and Salary		-1,730.77	
	05/10/2024	Journal Entry	Wages and Salary		-4,627.92	
	05/24/2024	Journal Entry	Wages and Salary		-3,799.46	
	06/07/2024	Journal Entry	Wages and Salary		-2,122.77	
	06/21/2024	Journal Entry	Wages and Salary		-3,128.92	
	07/05/2024	Journal Entry	Wages and Salary		-4,279.40	
	07/19/2024	Journal Entry	Wages and Salary		-4,371.15	
	08/02/2024	Journal Entry	Wages and Salary		-4,210.15	
	08/16/2024	Journal Entry	Wages and Salary		-4,230.16	
	08/30/2024	Journal Entry	Wages and Salary		-4,252.14	
	09/13/2024	Journal Entry	Wages and Salary		-4,238.15	

	09/27/2024	Journal Entry	Wages and Salary		-4,252.15
	10/11/2024	Journal Entry	Wages and Salary		-4,260.65
	10/25/2024	Journal Entry	Wages and Salary		-4,238.15
	11/08/2024	Journal Entry	Wages and Salary		-4,042.15
	11/22/2024	Journal Entry	Wages and Salary		-3,846.15
	12/06/2024	Journal Entry	Wages and Salary		-3,846.15
	12/20/2024	Journal Entry	Wages and Salary		-3,846.15
Total for Wages Expense					-102,425.20
Total Expenses					\$172,102.82