



**VILLAGE OF COTTAGE GROVE  
NOTICE OF PUBLIC MEETING  
Tourism Commission**

**Wednesday, March 19, 2025  
9:00 a.m.**

This meeting will take place as a hybrid meeting both virtually via Zoom and in person at Village Hall at 221 E. Cottage Grove Road. If you are utilizing Zoom, please join the meeting from your computer, tablet or smartphone by visiting

<https://us06web.zoom.us/j/85866544287?pwd=Owl3ZhwasLMnxgysz6SxGg2Q4kNp3d.1>

You can also participate via phone by dialing 1 312 626 6799 and use **Meeting ID 858 6654 4287#**. When asked for your Participant ID, just press #, when asked for the **Passcode enter 221**. You may also choose to participate by providing public comment prior to the meeting via email to Village Clerk Lisa Kalata: [ikalata@village.cottage-grove.wi.us](mailto:ikalata@village.cottage-grove.wi.us). If this is a teleconference, virtual or hybrid meeting, please review the Village of Cottage Grove's [policy](#).

1. Call To Order
2. Determination Of Quorum And That The Agenda Was Properly Posted
3. PUBLIC APPEARANCES-Public's Opportunity To Speak
4. Discuss And Consider The Minutes From The March 20, 2024 Meeting.

Documents:

[03-20-24 TOURCOM MINUTES.PDF](#)

5. Discuss And Consider Election Of Officers
  - A. Chairperson
  - B. Vice-Chairperson
  - C. Secretary
6. Update From Britt Leach, Executive Director Of The Cottage Grove Chamber Of Commerce, Regarding Use Of Tourism Funds.
7. Summary Of 2024 Room Tax Collection And Review Of 2024 Annual Room Tax Report

Documents:

[2024 ROOM TAX REPORT.PDF](#)

8. Discuss And Consider Amending 16-9(B)(1) Of The Village Ordinance Related To The Room Tax Percentage.

Documents:

[ROOM TAX RATE COMPARISON.PDF](#)

[ROOM TAX RATE REQUEST - COMFORT SUITES - FEB 2025.PDF](#)

9. Future Agenda Items.

10. Adjournment

This agenda has been prepared by Staff and approved by staff for use at the meeting as listed above.

Any item on the agenda is subject to final action. Notice: Persons needing special accommodations should call 608-839-4704 at least 24 hours prior to the meeting. It is possible that members of and possibly a quorum of members of other governmental bodies may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.

**VILLAGE OF COTTAGE GROVE  
TOURISM COMMISSION  
Wednesday March 20, 2024**

**MINUTES**

**1. Call to order**

Meeting called to order at 8:30 a.m. This was a hybrid meeting.

**2. Determination of quorum and that the agenda was properly posted.**

It was determined that there was a quorum of members present and that the agenda was properly posted. In attendance were Brittany Ballweg, John Williams, and Erik Braun. Ander Victorine was absent and excused. Staff in attendance were Finance Director Cameron Sawyer, Deputy Administrator JJ Larson and Deputy Clerk Kelly Cahill.

**3. PUBLIC APPEARANCES – Public’s opportunity to speak.** None.

**4. Discuss and consider minutes from the March 17, 2023 meeting. Motion** by Williams to approve minutes as presented, second by Braun. Motion carried with voice vote of 3-0.

**5. Update from Britt Leach, Executive Director of Cottage Grove Chamber of Commerce, regarding use of Tourism Funds.** Leach provided an overview of the Chamber’s tourism efforts

**6. Future Agenda Items.** Commission will be notified when next meeting is required.

**7. Adjournment. Motion** by Williams to adjourn, seconded by Braun. Motion carried with voice vote of 3-0.

**Kelly Cahill  
Village of Cottage Grove  
Approved:**

**These minutes represent the general subject matter discussed in this meeting but do not reflect a verbatim documentation of the subjects and conversations that took place.**

# 2024 Room Tax Report

## Municipality

Co-muni code 13112	Municipality VILLAGE OF COTTAGE GROVE	County DANE	Due date May 1, 2025	Report type ORIGINAL
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## Section A: Room Tax Collection

1. Room tax collected in 2024	\$136,144
2. Room tax rate imposed as of December 31, 2024	8.00 %
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	
<b>Tourism Entity or Commission</b>	<b>Revenues Distributed to Entity or Commission</b>
1. Cottage Grove Chamber of Commerce	\$95,301

## 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. Cottage Grove Chamber of Commerce

First Name	Last Name	Related Business Entity
Amy	Fosdick	Bank of Sun Prairie
Jon	Russell	American Legion
David	Robbins	Capitol Bank
Danielle	Ott	Greater Insurance Service
Machelle	Nemitz	Ultimate Construction Inc.
Claire	Doelger	Pampered Chef Cookin With Claire
Nate	Abrahamson	Abiding Shepherd Lutheran Church
Corey	Randl	One Community Bank
Steve	Strobel	Town Planner
Kim	Straka	K&K Realty
Kate	DeRosa	Black Bear Inn

# 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)

**Attachments:**

- Tourism Expenses 2024.pdf

## Section E: 1994 Documentation

1. Did your municipality collect room tax on May 13, 1994?	No
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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 Cameron Sawyer	Preparer title Finance Director	Preparer phone (608) 839-4704	Preparer email csawyer@villageofcottagesgrove.gov
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## Contact Information

Contact name Cameron Sawyer	Contact title Finance Director	Contact phone (608) 839-4704	Contact email csawyer@villageofcottagesgrove.gov
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## Comments

## Submission Information

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

Co-muni code: 13112

Submission date: 03-10-2025 09:01 AM

Confirmation: RT20240375O1741615305707

Submission type: ORIGINAL

## Room Tax Rate Comparison

Village of Cottage Grove	8.00%
Village of Deforest	8.00%
Village of McFarland	8.00%
Village of Mount Horeb	5.00%
Village of Oregon	8.00%
Village of Waunakee	5.00%
Village of Windsor	7.00%
City of Fitchburg	7.00%
City of Madison	10.00%
City of Middleton	8.00%
City of Monona	8.00%
City of Stoughton	8.00%
City of Sun Prairie	7.00%
City of Verona	7.00%



February 6, 2025

To Whom it May Concern:

As Comfort Suites in Cottage Grove continues to strive to maintain occupancy we are not where we would like to be. Currently we are at 8% room tax rate for our quarterly returns. After looking into the smaller communities in the area we would like to request a review of this rate and look at a reduction to this rate by 50% or an elimination. For example, Lake Mills is at 0%, Edgerton 5% and Waunakee 5%.

We ask that you consider looking into this for Comfort Suites. Attached is a recent Occupancy report for the month of February. We look forward to hearing from you.

Sincerely,

Joseph Wagner

1607 Landmark Dr  
Cottage Grove, WI 53527  
608-318-4120