

TOURISM COMMISSION

Thursday, April 7, 2022

6:00 P.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/88583599023?pwd=VUxpU3BCa05vck5VeHIJWDM3b3orZz09>. You can also participate via phone by dialing 1 312 626 6799 and use Meeting ID 885 8359 9023# 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: lkalata@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 3, 2022 Meeting.

Documents:

[03-03-22 TOURCOM MINUTES.PDF](#)

5. Discussion With Bekah Stauffacher, Executive Director Of The New Glarus Chamber Of Commerce, Regarding Experiences With Tourism.
6. Update On Hotel.
7. Future Agenda Items.
8. 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
Thursday, March 3, 2022**

MINUTES

1. Call to order

Melissa Ratcliff called the meeting to order at 6:01 p.m. This was a zoom 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 Troy Allen, Britt Leach, Melissa Ratcliff, and Paula Severson. Ander Victorine joined at approximately 6:04 p.m. Staff in attendance was Planning Director Erin Ruth.

3. Discuss and consider minutes from the January 6, 2022 meeting. Motion by Allen to approve minutes as presented, seconded by Leach. Motion carried with voice vote of 4-0-0.

4. New member introduction: Ander Victorine, Comfort Suites/S&L Hospitality Group.

Victorine provided an overview of his background, professional experience, and role with the hotel.

5. Discussion with Ander Victorine regarding Comfort Suites including background, projected room tax revenues, and potential programs to increase room stays.

Victorine noted the hotel recently hired a new general manager, and their marketing director is very active in seeking opportunities in the community. They have a few weddings booked and look forward to events at the patio shared with BB Jack's. They have ordered a highway sign, but installation has been held up due to manufacturing issues. Victorine will email data about room tax estimates.

6. Future Agenda Items.

Leach will reach out to the New Glarus Chamber Director who can share their experience as a tourism entity. It was decided the next meeting will be held in person at Village Hall.

7. Adjournment.

Motion by Allen to adjourn at approximately 6:30 p.m., seconded by Severson. Motion carried with a voice vote of 5-0-0.

Erin Ruth, Director of Planning & Development.

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.