



VILLAGE OF COTTAGE GROVE NOTICE OF PUBLIC MEETING

Tourism Commission
Wednesday, October 19, 2022
8:00 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/86118905081?pwd=MWE0dUx6OFVlcVlOUlpERIFYbDBsUT09>.

You can also participate via phone by dialing 1 312 626 6799 and use [Meeting ID 861 1890 5081#](#). 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 September 21, 2022 Meeting.

Documents:

[09-21-22 TOURCOM MINUTES.PDF](#)

5. Discuss And Consider Draft Contract To Engage Cottage Grove Chamber Of Commerce As The Designated Tourism Entity.
6. Future Agenda Items.
7. 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
Monday, September 21, 2022**

MINUTES

1. Call to order

Melissa Ratcliff called the meeting to order at 8:01 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 Britt Leach, Melissa Ratcliff, and John Williams. Carl Anton attended in place of Ander Victorine to represent Comfort Suites. Staff in attendance were Planning Director Erin Ruth, Deputy Administrator JJ Larson, and Communications Manager Gabe Altenbernd.

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

4. Discuss and consider minutes from the August 22, 2022 meeting. Motion by Williams to approve minutes as presented, second by Leach. Motion carried with voice vote of 4-0.

5. Discussion with Brad Nellis from Distillery Marketing Regarding Centennial Celebration. Nellis provided an overview of their experience helping organizations plan anniversary events and provided a preliminary list of potential centennial activities/tactics. The Commissioners discussed whether the Tourism Commission was the best committee to take the lead on the Centennial given that room tax revenue cannot be spent on the celebration. Altenbernd suggested a separate Ad Hoc Centennial Committee and there was general agreement that would be a good idea. Staff will prepare a recommendation for Board consideration. Staff will work with Brad on a potential budget for 2023 Centennial planning.

6. Discuss and Consider Amount of 2023 Budget Request for Centennial Celebration. No action taken.

7. Discussion with Village Attorney Rick Manthe Regarding Room Tax Usage. Attorney Manthe provided guidance on various room tax questions that arose at the August meeting. Manthe indicated the Village does need to contract with a tourism entity such as the Chamber of Commerce. The Commission asked Manthe to come to the October meeting to discuss contract options. Leach indicated she would prefer that the contract provide more direction to the Chamber on what the Village would like to achieve.

8. Future Agenda Items. The next meeting was scheduled for Wednesday, October 19 at 8:00 a.m.

9. Adjournment. Motion by Williams to adjourn, seconded by Leach. Motion carried with voice vote of 4-0-0.

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.