

Village of Cottage Grove  
Notice of Public Meeting

**TOURISM COMMISSION**

Thursday, March 3, 2022  
5:30 P.M.

Due to the COVID-19 pandemic, this meeting will take place as a virtual meeting via Zoom. Please join the meeting from your computer, tablet or smartphone by visiting <https://us06web.zoom.us/j/88020707865?pwd=NE9pdzRJb3hwT1VkdkZGdk13NWdWdz09>. You can also participate via phone by dialing 1 312 626 6799 and use [Meeting ID](#) 880 2070 7865# 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](mailto: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. Discuss And Consider Minutes From The January 6, 2022 Meeting.

Documents:

[01-06-22 TOURCOM MINUTES.PDF](#)

4. New Member Introduction: Ander Victorine, Comfort Suites/S&L Hospitality Group.
5. Discussion With Ander Victorine Regarding Comfort Suites Including Background, Projected Room Tax Revenues, And Potential Programs To Increase Room Stays.
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  
Thursday, January 6, 2022**

**MINUTES**

**1. Call to order**

Erin Ruth called the meeting to order at 5:31 p.m. This was a hybrid meeting, but all attendees attended via zoom.

**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, and Melissa Ratcliff. Paula Severson joined at approximately 5:45 p.m. Staff in attendance were Planning Director Erin Ruth and Deputy Administrator JJ Larson.

**3. Introductions and Election of Officers per Ord. 12-20.**

- a. **Discuss and Consider Election of Chairperson. Motion** by Allen to nominate Melissa Ratcliff, seconded by Leach. Motion carried with voice vote of 3-0-0.
- b. **Discuss and Consider Election of Vice Chairperson. Motion** by Ratcliff to nominate Britt Leach, seconded by Allen. Motion carried with voice vote of 3-0-0.
- c. **Discuss and Consider Election of Secretary. Motion** by Ratcliff to nominate Troy Allen, seconded by Leach. Motion carried by voice vote of 3-0-0.

**4. Background and Purpose of Commission.**

Ruth presented a packet of materials covering the statutory requirements of the Commission, the Village Ordinance that created the Commission, information on how room taxes can be spent per state law, and the definition of a tourism entity with an explanation that the Cottage Grove Chamber of Commerce could fill that role. Ruth explained he had presented similar materials to the Chamber's Board of Directors and Leach indicated the Chamber has interest in acting as the Village's Tourism Entity.

**5. Discuss and Consider Future Meeting Dates, Times, and Sites.**

**Motion** by Ratcliff for the first Thursday of every month at 6:00 p.m. be the Commission's regular meeting time, seconded by Allen. Motion carried by voice vote of 4-0-0.

**6. Future Agenda Items.**

Leach will reach out to colleagues at Chambers that fill the tourism entity role for their community to see if one can come to the next meeting. Severson said she had researched sample contracts between chambers and municipalities for tourism entity services and she will try to bring those materials to share with the Commission.

**7. Adjournment.**

**Motion** by Severson to adjourn at approximately 6:05 p.m., seconded by Allen. Motion carried with a 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.**