

**VILLAGE OF COTTAGE GROVE
TOURISM COMMISSION
Thursday, April 7, 2022**

MINUTES

1. Call to order

Melissa Ratcliff called the meeting to order at 6:00 p.m. This was a hybrid in-person/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 was absent and excused. Staff in attendance were Planning Director Erin Ruth and Deputy Administrator JJ Larson.

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

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

5. Discussion with Bekah Stauffacher, Executive Director of the New Glarus Chamber of Commerce, regarding experiences with tourism. Stauffacher provided background on how the New Glarus Chamber operates as a tourism entity, it’s relationship with their Tourism Commission, and the mechanics of funding and reporting requirements.

6. Update on Hotel. Ruth relayed information from Ander Victorine at Comfort Suites, specifically that the estimated room tax for 2022 was \$68,000.

7. Future Agenda Items.

Severson suggested a working session at the next meeting for the purpose of setting priorities and providing more specific direction to the tourism entity. Leach noted that if the Chamber is ultimately selected as the tourism entity, she may not also be able to serve on the Tourism Commission.

8. Adjournment.

Motion by Allen to adjourn at approximately 6:45 p.m., seconded by Severson. 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.