

**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.