

Special Finance Committee Proceedings
City of Superior
August 24, 2021

Members Present: Tylor Elm, Jack Sweeney and Brent Fennessey
Staff Present: Ashley Puetz, Deb Kamunen, Nick Raverty, Jim Paine, Jean Dotterwick and Jane Darwin
Others Present: Shelley Nelson, Charlie Glazman, John Conley, Jeff Cushman, Dustin Heckman, Jenny Van Sickle and Taylor Pedersen
Members Excused: Keith Kern

Jack Sweeney called the meeting to order at 4:30 pm with a quorum present. Attendance was done by sign in and virtual meeting.

1 Review and discussion of proposed revisions to the Hotel-Motel Room Tax Ordinances, Section 74-62 and Section 74-68 related to the Tourism Development Fund/Tourism Commission.

Mayor Paine spoke of the proposed language change being a fairly simple update that doesn't dramatically change the language, but does change the functionality fairly significantly. Mayor Paine spoke with Curt Witynski from the League of Wisconsin Municipalities and was told that most cities in Wisconsin create a commission that can do a number of things including awarding grants and engaging in municipal development. The commission would receive 70% of the Hotel-Motel Room Tax collected. A concern discussed was the possibility of a commission having the full ability to allocate funds toward one project or towards a convention center and ignoring the broader marketing campaign.

Another concern raised was the diversity of a 21 member board versus a 6 member commission appointed by the Mayor. Mayor Paine pointed out in terms of oversight of the board members, at least there is some public process. There is no oversight over the substantially larger board privately appointed. He stated the commission would be significantly more transparent.

Motion was made by Brent Fennessey to keep the current ordinance in place and maintain the tourism entity format in Superior. Motion failed.

Motion was made by Tylor Elm, seconded by Jack Sweeney and carried to approve the revisions to the Hotel-Motel Room Tax Ordinances, Section 74-62 and Section 74-68 related to the Tourism Development Fund Tourism Commission. Brent Fennessey opposed the motion.

2 Review and approve drafts of a Request for Proposal (RFP) for Tourism Marketing Services.

Mayor Paine is requesting the Finance Committee review the draft of the proposal for Tourism Marketing Services. He is looking for advice on any additions or subtractions to the proposal. He stressed the importance of a timeline. Paine indicated the most relevant area is the scope of services and the statement of qualifications. Sweeney requested to eliminate the word "exploit from section 5.3.4. Further discussion ensued.

Motion was made by Tylor Elm, seconded by Brent Fennessey and carried to approve holding the draft in Committee.

Having no other business, the Special Finance Committee Meeting adjourned at 5:27 p.m.

Minutes respectfully submitted by Jean Dotterwick