



# City of Manitowoc

900 Quay Street  
Manitowoc, WI 54220  
www.manitowoc.org

## Meeting Minutes - Final

### Room Tax Commission

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Monday, December 10, 2018

5:30 PM

1st Floor Conference Room West

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#### Call to Order

#### Roll Call

**Present:** 6 - Nickels, McMeans, Brey, Sitkiewitz, Reilly and Kroner

#### Approval of Minutes

[18-1177](#) Approval of minutes from October 8, 2018 meeting

**Attachments:** [10-08-2018 Minutes](#)

**Moved by Sitkiewitz, seconded by Brey, that these minutes be approved. The motion carried by the following vote:**

**Aye:** 6 - Nickels, McMeans, Brey, Sitkiewitz, Reilly and Kroner

#### Discussion and Action Items

[18-1172](#) Discussion and possible action on Request for Proposal for the Manitowoc County Area Community Collaboration Marketing and Brand Initiative for \$10,000

Report provided by Mayor Nickels. The Chamber of Manitowoc County, Manitowoc Area Visitor and Convention Bureau, Progress Lakeshore, the City of Manitowoc, and the City of Two Rivers have been working on collaborative branding, whereby each entity would pay \$10,000 towards the effort. Recently, Two Rivers decided not to participate, and therefore the collaboration needs to be revisited. The remaining entities will be meeting 12-18-18 to discuss further. No request for funds at this time. Committee discussed if City should be involved in branding just the City in coordination with Progress Lakeshore, Manitowoc Area Visitor and Convention Bureau, and The Chamber of Manitowoc County.

**No action was taken**

[18-1176](#) Discussion and possible action of Memorandum of Understanding with Manitowoc County Area Community Collaboration

**Attachments:** [MEMORANDUM of UNDERSTANDING \(2\)](#)

Report provided by Mayor Nickels.

No action was taken

[18-1178](#) Discussion on 2019 Budget

**Attachments:** [Proposed 2019 Room Tax Budget](#)

Sitkiewitz/McMeans to approve \$7,500 for MIRA, \$18,720 into the General Fund, \$100,000 for Special Events Reimbursements, and \$25,000 for Rahr-West Funding. Approved, all ayes.

Sitkiewitz/Brey - \$25,000 for year 2 (of 4) of Capitol Civic Centre ACT II capital campaign. Approved, all ayes.

Sitkiewitz/McMeans - approve capital projects; \$50,000 for Downtown way-finding signage, \$50,000 for Discover Manitowoc Grant Program, \$5,000 for planning for the 150 year celebration of the city, and \$5,000 for planning for 2020 Ryder Cup (this item will be discussed further) . Approved, all ayes.

It was also noted that, per the 2018 budget, the carry-forward projects will happen in 2019: \$25,000 (year 1 of 4) for the Capitol Civic Centre ACT II Campaign, \$20,000 for downtown murals (potentially a painting a bobber at the WWTF), and \$20,000 to upgrade the Washington Park sign (non-electronic).

**Moved by Sitkiewitz, seconded by McMeans, that this Action Item be approved. The motion carried by the following vote:**

**Aye:** 6 - Nickels, McMeans, Brey, Sitkiewitz, Reilly and Kroner

## Ajournment

**This meeting was adjourned**