



# City of Manitowoc

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

## Meeting Minutes - Final

### Room Tax Commission

---

Wednesday, April 10, 2019

5:00 PM

City Hall Council Chambers

---

**19-0396 Pursuant to Section 19.84(2) and (3) of the Wisconsin Statutes, notice is hereby given to the public, to the Herald-Times-Reporter, the official newspaper of Manitowoc, and to those news media who have filed a written request for this notice that a meeting of the above-referenced will be held at the date, time and location listed above.**

**Notice is hereby given that a majority of the Common Council of the City of Manitowoc, or a standing committee of that body, may be present at this meeting to gather information about the subject matter over which they have decision making responsibility.**

**The above governmental body will meet to discuss and possibly take action on the agenda items set forth below.**

#### **Call to Order**

#### **Roll Call**

**Present:** 5 - Nickels, McMeans, Brey, Sitkiewitz and Reilly

**Excused:** 1 - Kroner

[19-0361](#) Approval of minutes from December 10, 2018 meeting

**Attachments:** [12-10-2018 Minutes](#)

**These Minutes were approved**

#### **Discussion and Action Items**

[19-0362](#) Discussion and possible action on City of Manitowoc video

**Attachments:** [Video Acceptance city of manitowoc 20190403](#)

[2019 grant budget 4-10-19](#)

Mayor Nickels provided the committee with the background information regarding the promotional marketing video that Jason Prigge from Vagabond will be creating for the City of Manitowoc. The video will encompass all four seasons. Mayor Nickels has contacted at least 7

businesses that have stated they would sponsor a portion of the costs. The Committee discussed the video and all agreed that the video is a good use of Room Tax funds.

**Moved by Sitkiewitz, seconded by McMeans, to authorize entering into the agreement with Vagabond Creative Studio for the production of the promotional video.**

**Aye:** 5 - Nickels, McMeans, Brey, Sitkiewitz and Reilly

**Excused:** 1 - Kroner

[19-0363](#) Update from 2018 Subfest

**Attachments:** [2018 Subfest Report Out](#)

Karen Duvalle of the Wisconsin Maritime Museum provided an update of the 2018 event. It was the 4th year for Subfest with an estimated 8,000 - 10,000 individuals attending the 3 day event; one of the days was affected by rain.

**Moved by McMeans, Seconded by Brey to place 2018 report on file.**

[19-0364](#) Update from 2018 SilverCup

**Attachments:** [2018 Silver Cup Report Out](#)

Jim VanLanen presented the results of the 2018 Silver Cup event to the Committee. Silver Cup was awarded \$4,000 in 2018. The Discover Manitowoc monies were used for marketing the event via drone videos, still photos, and social media outlets. There were 95,000 views of the video and marketing clips. 269 golfers participated in 2018. The marketing efforts are drawing other events to Manitowoc.

**Moved by McMeans, Seconded by Reilly, to place the 2018 report on file.**

[19-0365](#) Update from 2018 Windigo Fest

**Attachments:** [2018 Windigo Fest Report Out](#)

Jim and Dawn Dabeck presented the results of the 2018 Windigo Fest event to the committee. In 2018, Windigo Fest was awarded \$6,500. The estimated attendance numbers were 6,000 visitors in 2017, and 10,000 visitors in 2018. Sales of beverages, food and other items all increased. Windigo is thinking of charging an admission in 2019 to help defer some of the costs and to increase funds so they are able to attract bigger name attractions and personalities. It was estimated that there were 455 room nights filled due to the event. The committee stated that the report provided by the Dabeck's is a great example of what should be reported to the committee.

**Moved by McMeans, Seconded by Sitkiewitz, to place the 2018 Windigo Fest**

report on file.

[19-0366](#) Update from 2018 HFM Marathon

**Attachments:** [2018 HFM Maritime Marathon Grant Report](#)  
[Marathon 2018 SurveyMonkey Analyze - Export](#)

Barbara Bundy Jost presented the results of the 2018 HFM Marathon to the committee. The 2018 request was for \$6,800 and the money went towards social media, on-line, signage, flyers and other forms of marketing. There were 586 entrants in 2018 which was an increase of 156 runners from 2017. All aspects of the event increased.

**Moved by Sitkiewitz, Seconded by Brey, to place the 2018 HFM Marathon report on file.**

[19-0367](#) Update from 2018 Evergleams on Eighth

**Attachments:** [Evergleams Financials](#)  
[Evergleam Financials 2](#)

Cathy Karl and Barbara Bundy Jost presented the results of the 2018 Evergleams on Eighth event. Evergleams requested \$3,750 in 2018. The money was a third of the marketing budget for the month and a half long event. The event was promoted on social media, newspaper, radio, in addition to posters and flyers placed at local businesses. Due to the length of the event, it was difficult to track the number of visitors attracted. A promotional book was created with some of the money, the book was then sold to patrons to raise additional monies. Downtown business sales increased from 2017 to 2018. Evergleams is planning to submit for 2019 Discover Manitowoc Grant, but no application has been submitted to date.

**Motioned by Brey, Seconded by Sitkiewitz, to place the 2018 Evergleams on Eighth report on file.**

[19-0368](#) Discussion and possible action on 2019 Discover Manitowoc Grant Request for Windigo Fest

**Attachments:** [2019 Windigo Fest Grant Application](#)

Jim and Dawn Dabeck presented their 2019 request for the Discover Manitowoc Grant funds. They are requesting \$5,000 which will be used for advertising, social media, and to attract better entertainment and attractions. The request is less than the 2018 award which was \$6,500.

**Motion by Sitkiewitz, Seconded by Reilly, to approve the request of \$5,000. Brey abstained.**

**Aye:** 4 - Nickels, McMeans, Sitkiewitz and Reilly

**Excused:** 1 - Kroner

**Abstain:** 1 - Brey

[19-0370](#) Discussion and possible action on 2019 Discover Manitowoc Grant Request for the HFM Marathon

**Attachments:** [HFM Maritime Marathon Application](#)

Barbara Bundy Jost presented to the Committee their 2019 request for \$6,000. The monies would be used for marketing and promoting the event. The committee discussed that the Discover Grant should not be the only source of marketing dollars. HFM is looking for additional sponsors to match the Discover Manitowoc Grant monies. There are money sponsors that were not stated in the report from HFM such as the sponsors shown on the pamphlets and brochures. The committee also discussed that the proceeds from the event are returned back into the community. Currently, the 2019 registrations are ahead of last year by 50 runners. The event is a Boston Marathon qualifier which is a huge draw to runners.

**Moved by Brey, Seconded by Reilly, to approve the request of \$6,000 for the event. McMeans abstained.**

**Aye:** 4 - Nickels, Brey, Sitkiewitz and Reilly

**Excused:** 1 - Kroner

**Abstain:** 1 - McMeans

[19-0423](#) Discussion and Possible Action on 2019 Discover Manitowoc Grant Request for the Silver Cup

**Attachments:** [2019 Silver Cup Grant Application](#)

Jim VanLanen is requesting on behalf of the Disc Golf group, a 2019 grant in the amount of \$4,000. The money would be used for drone fly overs, photos, and social media marketing; the disc golf group will match the Discover Manitowoc grant amount. The committee discussed that the goal of the Discover Manitowoc program is to eventually have the group be self-sufficient in terms of funding and that each subsequent year the Discover Manitowoc Grant would be less and by the third year of the event, no Discover money would be awarded.

**Moved by McMeans, Seconded by Brey, to award the event \$3,000.**

**Aye:** 5 - Nickels, McMeans, Brey, Sitkiewitz and Reilly

**Excused:** 1 - Kroner

[19-0425](#) Discussion and Possible Action on 2019 Discover Manitowoc Grant Request for Pig Out for Pediatric Cancer

**Attachments:** [Pig Out for Pediatric Cancer Application](#)

Jennifer Andrew and Theresa Collins provided the background information regarding the first time event to help fight pediatric cancer. The event was

created in remembrance of J. Andrew's son who lost his battle to cancer. The event will be held at the County Expo facility, and is a one day event. They are estimating 1,000 visitors. There are many other sponsors for the event with the main attraction being Team Fitzgerald who are on the Sportsman Channel. It's estimated that the event will create 225 room nights for local hotels. The group is requesting \$10,000 to help with marketing. The committee discussed whether the \$10,000 request was too large for a one day event and that a lessor amount may be more in line with amounts given to other events.

**Moved by Brey, Seconded by Reilly, to award the Pig Out for Pediatric Cancer event \$7,500.**

**Aye:** 5 - Nickels, McMeans, Brey, Sitkiewitz and Reilly

**Excused:** 1 - Kroner

[19-0369](#) Discussion and possible action on request for Art Forward Mural

**Attachments:** [2019 Fence Wrap Project Info Sheet](#)

Greg Vadney and Erin LaBonte presented the request for monies to be used for a community art project to address an existing fence that is along Washington Street adjacent to the former Mirro Plant #9. The art will be placed onto mesh fabric and the fabric will be affixed to the fence. The request is for \$2,500. Mayor Nickels commented that the request for monies will come out of the mural money account, not the Discover Manitowoc account.

**Moved by McMeans, Seconded by Sitkiewitz, to approve the request for \$2,500.**

**Aye:** 5 - Nickels, McMeans, Brey, Sitkiewitz and Reilly

**Excused:** 1 - Kroner

[19-0397](#) Review Discover Manitowoc Grant Application and Policy

Tabled until the next meeting

**No action; tabled until the next meeting.**

## Ajournment

**Moved by Brey, Seconded by McMeans, to adjourn.**

**Aye:** 5 - Nickels, McMeans, Brey, Sitkiewitz and Reilly

**Excused:** 1 - Kroner

In accordance with the requirements of Title II of the Americans with Disabilities Act (ADA), the City of Manitowoc will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities. If you need assistance or reasonable accommodations in participating in this meeting or event due to a disability as defined under the ADA, please call the City Clerk's office at 920-686-6950 or the City's ADA Coordinator at (920) 686-6990 or e-mail [cityattorney@manitowoc.org](mailto:cityattorney@manitowoc.org) at least 48 hours prior to the scheduled meeting or event to request an accommodation. For additional assistance, individuals with hearing or speech disabilities can call 711 and be connected to a telephone relay system.