

**Village of Holmen
Room Tax Commission
July 12, 2016**

Village President Proctor called the Room Tax Commission to order at 6:00 PM on Tuesday July 12, 2016. Present were Commission members Nancy Proctor, Peggy Johnson, Scott Ryan, and Ryan Rugroden; along with advisory member Administrator Heinig. Member James Steinbrink was absent.

This is the first meeting of the newly formed Room Tax Commission.

#2 – Discussion on Commission Purpose and Objective

Administrator Heinig outlined the purpose and objective of the Commission, which is the Village's new entity that oversees the spending of the community's Room Tax Dollars. Heinig answered questions and highlighted the Village's recent joining of the La Crosse County Convention and Visitors Bureau, and how that entity will serve as the Village's Tourism organization where at least 56% of the Village's room tax dollars will be directed. Heinig explained that by state law, 30% of the Room Tax Dollars were for administration purposes. That leaves approximately 14% of all newly collected revenues, which can be used for local community tourism related investments.

#3 – Possible Action and Ratification of Permanent Village Participation in the La Crosse County Convention and Visitor's Bureau

Motion by Scott Ryan, seconded by Ryan Rugroden, to ratify the Village Board's November 12, 2015 decision to join the La Crosse County Convention and Visitor's Bureau, and to direct by participation in that Tourism entity, 56% of the Village's collected Room Tax Dollars, to the Bureau as required for membership, annually, each year here forth, until such time the Village removes itself from the organization, or until such time the participation costs are amended. Motion carried unanimously 4-0.

#4 – Possible Action on Anticipated Expenses for Annual Community Betterment and Tourism Related Activities

Motion by Scott Ryan, seconded by Peggy Johnson, to authorize the Village of Holmen to utilize up to \$2000 to help subsidize annual community events such concerts in the park, National Night Out, movies in the park, and other like events, as determined by the needs of the Village. Motion carried unanimously 4-0.

#5 – Public Comment

No members of the public were present or spoke.

Motion to adjourn by Ryan Rugroden, seconded by Nancy Proctor, at 6:37pm. Motion carried unanimously 4-0.

Scott Heinig
Village Administrator