

SHEBOYGAN AREA ROOM TAX COMMISSION
Deland Community Center
910 Broughton Drive, Sheboygan
Tuesday, January 17, 2017 at 11:30 AM

MINUTES

Present: Chad Pelishek (City of Sheboygan), Mayor Vandersteen (City of Sheboygan), Dan Olson (Town of Sheboygan), Dan Rostollan (Town of Wilson), David Sanderson (Blue Harbor Resort), Cameron Bopp (PRIDE Hospitality), Amy Wilson (Sheboygan Tourism), Bailey Dolson (Sheboygan Tourism), Betsy Alles (Sheboygan County Chamber)

Chairperson Chad Pelishek called the meeting to order at 11:40 a.m.

1. Approval of the minutes from December, 30, 2016.

Motion by Mayor Vandersteen, second by David Sanderson, to approve minutes.
Motion passed.

2. Update on proposed reorganization of Sheboygan Tourism within the Sheboygan County Chamber of Commerce.

Chad Pelishek and Betsy Alles explained about the interest in tourism separating from the Sheboygan County Chamber into a separate 501C6 similar to other models across the state and that the Chamber Executive Board has accepted it. Ultimately once the new organization is created, the entity would contract with the Chamber through a service agreement for office services. The new entity would be strictly doing tourism related services and would qualify to be created under the current room tax statutes. The goal is to have the new entity formed and ready to operate by March 1, 2017.

Motion by Mayor Vandersteen, second by David Sanderson, to continue contracting with the Sheboygan County Chamber of Commerce until 501C6 is formed. Motion passed.

3. Discussion and possible action on Organizational Guidelines for the Commission.

Motion by David Sanderson, second by Cameron Bopp, to approve current guidelines contingent on approval by the municipalities; to allow Chad Pelishek to bank account for the Commission. Motion passed.

4. Presentation by the Sheboygan Tourism on future marketing platform.

Bailey Dolson discussed the 2017 marketing initiatives as well as the target markets and the 2016 response from the targeted markets.

5. Motion by Mayor Vandersteen, second by Dan Olson, to adjourn Commission meeting. Meeting adjourned at 12:18 PM.