

**Room Tax Commission  
of the City of Onalaska**

Wednesday, August 29, 2018

1

1 The meeting of the Room Tax Commission of the City of Onalaska was called to order at 4:02  
2 p.m. on Wednesday, August 29, 2018. It was noted that the meeting had been announced and a  
3 notice posted at City Hall.

4  
5 Roll call was taken, with the following members present: Ald. Jim Binash, Erik Sjolander,  
6 Shawn McAlister, Deb Carlson, Jason Lund

7  
8 Also Present: Financial Services Director/Treasurer Fred Buehler, Deputy Financial Services  
9 Director Kim Isensee, Explore La Crosse Director A.J. Frels

10  
11 **Item 2 – Public Input (limited to 3 minutes/individual)**

12  
13 Ald. Binash called three times for anyone wishing to provide public input and closed that portion  
14 of the meeting.

15  
16 **Item 3 – Approval of Minutes from the previous meeting**

17  
18 Motion by Erik, second by Shawn, to approve the minutes from the previous meeting as printed  
19 and on file in the City Clerk’s Office.

20  
21 On voice vote, motion carried.

22  
23 **Consideration and possible action on the following items:**

24  
25 **Item 4 – Financials:**

26  
27 a. 2018 Financials

28  
29 Fred first addressed the second quarter revenue and told commission members this is the revenue  
30 based on prior years, including the second quarter of 2018. The City of Onalaska collected  
31 \$212,963.50. Fred said he researched what the city had received from the Stoney Creek Hotel &  
32 Conference Center in May 2017 and discovered that total was \$22,665. The Stoney Creek Hotel  
33 & Conference Center suffered extensive fire and water damage in late April 2018. Fred next  
34 addressed second quarter taxable sales and reported sales for second quarter totaled  
35 \$2,662,043.61. This total increases to \$2,945,351.61 when Stoney Creek Hotel & Conference  
36 Center’s May 2017 sales (\$283,308) are added. The estimated end-of-year sales total is  
37 \$10,273,567.04 when the 2018 first quarter sales (\$2,161,751.95) and second quarter sales  
38 (\$2,662,043.61) are added to the 2017 third quarter sales (\$3,272,082.71) and fourth quarter  
39 sales (\$2,177,688.77). This total increases to \$10,556,875.04 when Stoney Creek Hotel &  
40 Conference Center’s May 2017 sales (\$283,308) are added. Fred reminded commission  
41 members \$10,550,000 had been budgeted for 2018.

42

Reviewed 8/31/18 by Fred Buehler

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43 Ald. Binash stated for clarification what Fred is saying is that the city would have been above  
44 budget had it not been for the lost revenue from Stoney Creek Hotel & Conference Center due to  
45 the fire there.

46  
47 Fred noted he once again used \$10,550,000 in the 2019 Tourism Budget.

48  
49 Fred next addressed the combination of the first and second quarter revenue and it totals  
50 \$408,568.64 when Stoney Creek Hotel & Conference Center's May 2017 sales (\$22,665) are  
51 added. Fred said adding the revenue from the first and second quarters (\$408,568.64) to the  
52 2017 third quarter revenue (\$261,766.62) and the 2017 fourth quarter revenue (\$174,215.10)  
53 equals \$844,550.36. Fred noted \$844,000 had been budgeted.

54  
55 Fred referred commission members to the page in their packets showing Room Tax Allocation  
56 data, which shows actual sales for the first and second quarters of 2018 totaled \$4,823,795.56.  
57 Fred noted \$48,237.96 (1 percent of sales) was directed to the Omni Center. The city's General  
58 Fund received \$18,306.30, and the Special Projects Fund received \$37,167.34 for a total of  
59 \$55,473.65. Fred noted the La Crosse County Convention and Visitors Bureau has been paid  
60 \$135,066.28, or 2.8 percent of the first- and second-quarter sales.

61  
62 Ald. Binash asked Fred when the Great River Landing payment (loan or bond) is accounted for.

63  
64 Fred asked Ald. Binash he means the principal and interest payments.

65  
66 Ald. Binash said yes.

67  
68 Fred told Ald. Binash that the principal payment comes out of the cash flow (fund balance) with  
69 an Enterprise Fund. Fred said, "The expenditure, the interest, is the only thing you're going to  
70 see."

71  
72 Fred referred to the budget report account summary for the period ending August 31 and said the  
73 amount of room tax revenue in Account No. 650-00000-41210 is \$330,430.04. Fred referred to  
74 Expenditure Account No. 650-51900-290 ("Other Contractual Services") and said Kim had not  
75 yet paid the LCCVB for the month when this report was printed. Fred said the June 2018  
76 payment of \$36,295.75, once added to the stated amount of \$99,130.53 (\$98,770.53 for the  
77 LCCVB, and \$360 for an audit), equals \$135,066.28, or 2.8 percent of the first- and second-  
78 quarter sales. Fred addressed Expenditure Account No. 650-59200-590 ("Transfers Out") and  
79 said the \$55,487.96 in this account consists of the additional first and second quarter funds  
80 (\$7,250) and 1 percent of the first- and second-quarter sales (\$48,237.96).

81  
82 Shawn asked A.J. if he foresees the 2.8 percent of sales being paid to the LCCVB increasing in  
83 the future.

84

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85 A.J. said the LCCVB bylaws state the rate has been reduced to 2.8 percent, where it will remain.

86

87 Motion by Deb, second by Erik, to accept the 2018 Financials.

88

89 On voice vote, motion carried.

90

91 b. 2019 Tourism Budget

92

93 Fred discussed the following items that are part of the 2019 Tourism Budget:

94

- 95 • Page 15 shows the principal and interest payment schedule of Tourism's \$2,025,000  
96 allocation as part of the 2016 General Obligation Capital Improvements Projects  
97 (\$5,920,000). There also is \$575,348.50 in interest, for a total of \$2,600,348.50.  
98 Tourism must pay this loan until 2035. The principal payment for 2019 will be \$90,000,  
99 and the interest payment will be \$43,980 for a total of \$133,980.
- 100 • Page 14 shows the allocation of the 2012 General Obligation Refunding of \$6,030,000, of  
101 which Tourism is responsible for \$276,289.56 (\$253,687 principal, \$22,602.56 interest).  
102 Tourism will be responsible for \$10,008.42 in 2019 (\$9,045 principal, \$963.42 interest).
- 103 • Page 4 shows the estimated annual room tax allocation for 2019. Anticipated sales for  
104 2019 is \$10,550,000. The Omni Center will receive \$105,500, the city's General Fund  
105 will receive \$40,037.25, and the Special Projects Fund will receive \$81,287.75.
- 106 • Page 5 shows the line item description and justification for revenues, including:
  - 107 ○ \$722,675 for room tax revenue at 8 percent
  - 108 ○ \$500 for vending machine revenue
  - 109 ○ \$5,000 for bike passes
  - 110 ○ \$3,000 for interest on investments
  - 111 ○ \$1,500 for rent from the LCCVB at the Great River Landing
  - 112 ○ Total anticipated revenue is \$732,675
- 113 • Page 7 shows the line item description and justification for wage expenses, including:
  - 114 ○ \$14,696 for salaries (regular)
  - 115 ○ \$22,071 for permanent part-time wages
  - 116 ○ \$2,812 for FICA
  - 117 ○ \$2,369 for retirement
  - 118 ○ \$1,080 for health insurance
  - 119 ○ \$94 for dental insurance
  - 120 ○ \$14 for life insurance
  - 121 ○ Total is \$43,136

122 (Note: Budget is using an anticipated 10 percent increase in health insurance costs).

123

124 Ald. Binash referred to page 6, which shows \$36,767 for total salaries and wages for 2019, and  
125 he asked Fred to explain the origin of the sum of \$43,136.

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Fred explained that the \$36,767 represents wages before the benefits, and he also explained that all the data found on page 6 also has been included on page 7.

- Page 8 shows items with anticipated costs submitted by Parks and Recreation Director Dan Wick, including:
  - \$1,500 for water/sewer/storm water
  - \$6,000 for electric and gas
  - \$1,900 for telephone and internet
  - \$400 for software maintenance – contractual
  - \$296,315 for other contractual services (\$295,400 for the LCCVB, \$400 for an audit, \$240 for attorney fees, and \$275 for cameras, et cetera).
  - \$200 for transcription contractual
  - \$10 for sales tax
  - \$50 for office supplies
  - \$25 for postage
  - \$100 for copy usage and paper
  - \$250 for subscriptions and dues
  - \$50 for recruitment
  - \$1,000 for operating supplies
  - \$1,200 for cleaning and sanitary supplies
- Page 9 shows the line item description and justification for expenses, including:
  - \$3,500 for buildings and grounds maintenance and repairs
  - \$100 for vehicle maintenance and repair
  - \$360 for regular fuel
  - \$250 for insurance – workers compensation
  - \$300 for insurance – fire, comp/coll., boiler
  - \$50 for insurance – vehicles
  - \$44,943 for interest on the Omni Center payment (\$400,000 loan – refinanced bond called in 2012)
  - \$326 for other debt services – paying agent fees
  - \$120,000 for transfers out (\$105,500 for the Omni Center, per city ordinance, and \$14,500 for an additional transfer request)
  - Total is \$478,829
- Page 10 shows the line item description and justification for expenses:
  - **Total revenue:** -\$732,675
  - **Total wage/benefit:** \$43,136
  - **LCCVB:** \$295,400
  - **Total principal on debt:** \$99,045
  - **Total interest on debt:** \$44,943
  - **Total transfers out:** \$120,000
  - **Other expenses:** \$18,486

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- 168 ○ **Capital outlay f/a:** \$26,939
- 169 ○ **Subtotal:** \$647,949
- 170 ○ **Net available:** -\$84,726

171

172 Ald. Binash asked Fred if a motion for the budget is necessary at this time.

173

174 Fred said yes and noted this is the final time the commission will see the 2019 budget before City  
175 Administrator Eric Rindfleisch reviews and possibly modifies it.

176

177 Ald. Binash said he would like to propose holding off on the budget until the commission has  
178 had the opportunity to discuss the waterfront projects and the Omni Center.

179

180 Fred said he believes the commission may discuss the rest of the items on today's agenda and  
181 then return to the budget.

182

183 Ald. Binash said the commission will be discussing the dock and other items, and that he also  
184 will slightly amend the top of the Tourism budget to perhaps include some discussion regarding  
185 the Omni Center and approving funds for the facility.

186

187 **Item 5 – La Crosse County Convention and Visitors Bureau – A.J. Frels**

188

189 A.J. thanked Ald. Binash for bringing the American Legion Legacy Ride to Onalaska and  
190 reported the following

191

- 192 ● Eighteen travel writers were in the area for two evenings. This was done in conjunction  
193 with the Wisconsin Department of Tourism.
- 194 ● Anna, the LCCVB's summer intern, represented La Crosse County and the Great River  
195 Road at the Wisconsin State Fair.
- 196 ● Kayak Bass Fishing held a tournament July 19-21. There were 77 anglers in town for the  
197 event.
- 198 ● Two LCCVB employees (Ben Morgan and Jeremiah) went to the City of Eau Claire and  
199 met with the facilitator for the National Beep Baseball Association, which is baseball for  
200 vision-impaired individuals. Ben brought the NBBA national tournament to Eau Claire  
201 while employed there, and there are efforts to relocate the national tournament to La  
202 Crosse County.
- 203 ● There are now are 400 LCCVB members.
- 204 ● A.J. has been speaking to Dick and Sheila Weiser as well as the City of La Crescent's  
205 Mayor about becoming a part of Explore La Crosse. A.J. said the City of La Crescent  
206 would need to pay room tax, and it would need to be the same percentage everyone else  
207 is paying. A.J. said Sheila has told City of La Crescent officials it is "imperative" that the  
208 city be part of Explore La Crosse.

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- 209 • Megan, a LCCVB staff member, is working on the 2019 Great River Road Visitors  
210 Guide, and LCCVB employee Brent is working on the 2019 Explore La Crosse Visitors  
211 Guide.
- 212 • A.J. said Andrew Nussbaum, a regional specialist for the Wisconsin Department of  
213 Tourism, offered Anna to participate in a radio interview at the Wisconsin State Fair and  
214 had “represented [the LCCVB] quite well.” A.J. said the LCCVB has created a new  
215 position, Events and Servicing Manager, and Anna will begin serving in that capacity  
216 October 1.
- 217 • The LCCVB’s annual appreciation trip was held Tuesday on the La Crosse Queen. One-  
218 hundred individuals registered for the trip, and approximately 43 participated.
- 219 • Approximately 1,100 individuals attended La Crosse Area Day on June 27 at Miller Park  
220 when the Milwaukee Brewers faced the Kansas City Royals. The Brewers Radio  
221 Network highlighted the La Crosse area for seven or eight minutes.
- 222 • A.J. and other LCCVB staff members visited the Great River Road Interpretive Center,  
223 which is located along State Trunk Highway 35 in Genoa, Wisconsin.
- 224 • A.J. said he and Jeremiah will be attending the 2018 AGLOW (Association of Great  
225 Lakes Outdoor Writers) Annual Conference from September 10-14 in Bismarck, North  
226 Dakota. One-hundred fifty travel writers will be in the area for one week starting  
227 September 19. A.J. said the area receives approximately two years’ worth of publicity  
228 because of this.
- 229 • The LCCVB has submitted a bid for the National High School Fishing Tournament,  
230 which is a weeklong event.
- 231 • The La Crosse area was awarded the Bass Pro Shops Bassmaster Central Open, which  
232 will be held August 1-3, 2019.
- 233 • Circle Wisconsin (motorcoach operators) possibly will end its statewide FAM tour in the  
234 La Crosse Area. A.J. estimated there would be 200 to 250 motorcoach operators  
235 involved.
- 236 • A.J. said he has been appointed to the Governor’s Council on Tourism.

237  
238 Ald. Binash said Explore La Crosse is considering keeping the LCCVB at its present location.

239  
240 A.J. noted the LCCVB has extended its lease until January 2020. A.J. also referred to the map  
241 located at the LCCVB’s area at the Great River Landing and said he wants to change it from a  
242 computer to a more permanent fixture on the wall.

243  
244 Ald. Binash asked A.J. if he knows how many guests have been to the LCCVB’s area at the  
245 Great River Landing.

246  
247 A.J. noted the LCCVB has two months’ worth of records and said there were 547 visitors in June  
248 and nearly 850 visitors in July. A.J. said the LCCVB is in the process of creating a digital map.  
249 In addition, the video will be extended to the Village of Holmen, Village of West Salem, and the

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250 Town of Campbell.

251

252 Shawn asked A.J. about discussions regarding the expansion of the La Crosse Center.

253

254 A.J. told Shawn he had been unable to attend a Tuesday meeting in which that topic was  
255 discussed. A.J. said City of La Crosse Mayor Tim Kabat and City of La Crosse Director of  
256 Planning and Development Jason Gilman want to ensure the La Crosse Common Council and the  
257 proper committees are engaged as the process moves forward. A.J. said that after the initial  
258 expansion project proposal for the La Crosse Center failed, La Crosse Center Board member Phil  
259 Addis wanted the architectural firm to submit a new design within 60 days. The firm said 90  
260 days was a more realistic goal. A.J. said he wants the process to move forward so that the  
261 LCCVB knows how to market the facility.

262

263 **Item 6 – Discussion and possible action regarding the funding of waterfront projects**

264

265 Ald. Binash referred to a copy of a proposal from Coulee Region Docks, LLC to install two  
266 docks at a cost of \$23,439. Ald. Binash told commission members the docks would be utilized  
267 for kayaks and canoes, and he said it is an opportunity for visitors either to arrive at or depart  
268 from the Great River Landing. Ald. Binash said, “It does afford us a little more opportunity for  
269 outdoor recreation. If we wanted to put in on our budget, this is something for us to consider.”  
270 Ald. Binash also noted there are proposed projects for the Omni Center and said, “Because  
271 we’ve given money to the Omni Center in the past, we’ve been able to really improve that  
272 particular environment. They’re looking to make some more improvements, and we’ve actually  
273 helped it quite a bit by helping with some of these projects that we’ve given money to.” Ald.  
274 Binash asked Fred if the Room Tax Commission is limited in terms of the amount of funds it  
275 may put in the budget for the Omni Center.

276

277 Fred said it is his understanding that the Room Tax Commission may provide financial  
278 assistance with waterfront projects if it chooses to do so. Fred said, “The issue is when you start  
279 routing something to the Omni Center. It has to be substantiated and related back to ‘heads in  
280 beds.’ That is the only way funds may be routed to something other than this facility.”

281

282 Ald. Binash said Dan Wick has been categorizing that to assist the Room Tax Commission in  
283 appreciating what is occurring at the Omni Center; specifically, events such as volleyball and  
284 hockey tournaments that attract visitors to the city. Ald. Binash said, “There is a very good  
285 possibility that we can certainly prove that the Omni Center produces ‘heads in beds.’ That is  
286 one of the principles of us being able to participate in giving funds to the Omni Center. There is  
287 also going to be a proposal ... We presently give 1 percent. There may be a proposal to give  
288 1.25 percent later on to the Omni Center, but that’s something we’ll have to work with a little bit  
289 later. If we can, I would like to propose that we do present some money to the Omni Center.  
290 Obviously, we have income, and we’ve made some improvements over there, and it’s certainly  
291 helped the building.” Ald. Binash noted the Room Tax Commission directed \$50,000 toward the

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292 Omni Center in the 2018 budget, but did not utilize it. Ald. Binash referred to the Great River  
293 Landing security cameras for which the Room Tax Commission had approved directing funds  
294 and said that while the wiring has been installed, the cameras have not yet arrived due to recently  
295 implemented tariffs.

296

297 Fred said he believes more security cameras will be installed at the Great River Landing because  
298 the cameras that were to be installed were not adequate. Fred also noted the State of Wisconsin  
299 has not questioned expenses directly related to the waterfront.

300

301 Fred directed commission members back to page 4 of the 2019 budget and reminded them the  
302 Room Tax Commission is giving the Omni Center \$105,500. Fred then directed commission  
303 members to page 9 of the 2019 budget and pointed out there also will be a \$14,500 transfer to the  
304 Omni Center. Fred said both items must be substantiated “heads in beds” when he submits a  
305 report to the Department of Revenue. Fred also said if the funds do not generate a sufficient  
306 number of “heads in beds,” they will be returned to the Tourism budget. Fred noted the state has  
307 not yet raised any concerns with the city, and he said, “In reference to the thought process of  
308 additional dollars to the Omni Center, I would be a little hesitant because they may be coming  
309 back. The worst thing you can do is have something that was there and now they have to send it  
310 back. But in reference to [the Great River Landing], there are absolutely no issues.”

311

312 Ald. Binash, who also sits on the Parks and Recreation Board, noted the board had discussed the  
313 Parks and Recreation Department’s 2019 budget at its Monday meeting and said there were a  
314 number of items at the Omni Center the Parks and Recreation Board wanted to address such as  
315 enclosing the shelter. Ald. Binash said the items in question will not always get approved as part  
316 of the Capital Improvements Budget process, and he stated, “I thought if we were capable of  
317 doing this, maybe we could take one or two of those projects that is on the list they had for the  
318 Park and Recreation Department and maybe direct some money toward that to get it done.”

319

320 Fred said the City of Onalaska had gone on record in approximately 2015 to take approximately  
321 \$1.5 million of the Fund Balance of which it had control and transfer it into a Special Projects  
322 Fund within the city’s ledgers. Fred noted that some of those funds have been utilized over the  
323 last two to three years and said, “That is always something we can do at the Board of Public  
324 Works: utilize some of the funds that were originally here in the Tourism books that is  
325 earmarked in the Special Projects Fund. ... There are dollars there that can help offset within the  
326 Board of Public Works.” Fred noted he sits on the Board of Public Works and said, “I’ll make  
327 sure the rest of the board members consider that.”

328

329 Erik said, “Without knowing what we would be putting money towards, I feel more comfortable  
330 with that than just saying, ‘Let’s allocate money.’ ”

331

332 Fred said the Wisconsin Department of Revenue eventually will start scrutinizing, noting the city  
333 only has submitted one year so far. Fred said, “I feel very hesitant to have us be set as an

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334 example.”

335

336 Ald. Binash said as of now the docks project is the lone project to consider.

337

338 Fred said the Wisconsin Department of Natural Resources might be providing input regarding  
339 the docks. Fred said he favors installing the docks, but doing so might be contingent upon  
340 further approvals.

341

342 Ald. Binash noted that funds had been allocated for the structure located west of the railroad  
343 tracks at the Great River Landing. Ald. Binash told commission members the building had been  
344 inspected and said, “They found depending upon the use of that building would be what we  
345 would have to put into it. There were issues with the electrical, the foundation, the bathroom  
346 facilities, [and] how it would have to be ADA compliant. A great deal of money would have to  
347 be put into that building, and it doesn’t look like what we allocated is going to be sufficient to  
348 possibly keep that building. However, there still may be some uses for that building, and we  
349 may want to keep some money in the budget for some possible upkeep of it because it is being  
350 used occasionally. But again, it’s up to this commission whether we want to keep some money  
351 in the budget for it just in case there are certain things we want to do to help keep it somewhat  
352 sustainable, or if we’re just going to say we can’t do anything with it.”

353

354 Shawn asked if the city would ever order that it be razed.

355

356 Ald. Binash said, “At some point in time, without the repairs it very well could be condemned.  
357 Once it’s done and removed, Dan is looking to see if the [Wisconsin] DNR will allow us to put  
358 another building of some kind up there. But as of right now, my understanding is once it’s  
359 removed it’s done.”

360

361 Jason asked if there is any harm in keeping it in the budget.

362

363 Fred and Ald. Binash both said no.

364

365 Deb asked if there is a cost estimate to maintain the building in its current state without  
366 performing major renovations.

367

368 Ald. Binash said, “It has to do with egress lighting, the stairs, the floor loads, being ADA  
369 compliant. There are some issues with the bathroom block building that’s next to the building  
370 itself. Some of the blocks are missing around the plumbing fixtures. There are exposed pipes.”

371 Ald. Binash noted there also are issues with the structure’s weatherproofing, an unsecured  
372 crawlspace, and a crumbling foundation in certain locations.

373

374 Deb said, “So it’s not going to cost anything to maintain it as is. It can be let go at this point in  
375 time and we can keep money in the budget if something comes up.”

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376

377 Ald. Binash told Deb it is a possible to keep \$20,000 to \$25,000 in the budget for items such as  
378 the windows or the roof. Ald. Binash said, “As far as redoing the whole building, it looks like a  
379 structure that will eventually have to come down and maybe, if we’re allowed to, put up some  
380 kind of pole building or something at a later date.”

381

382 Shawn said he likes the idea of constructing something new at that site, and also that he likes the  
383 idea of installing the docks, provided that the Wisconsin DNR approves of installing them.

384

385 Motion by Deb, second by Jason, to approve adding two docks from Coulee Region Docks, LLC  
386 to the 2019 Tourism Budget at a cost of \$23,439.

387

388 On voice vote, motion carried.

389

390 Ald. Binash said he would like the 2019 budget to include some funding for the building because  
391 the interior still can be utilized.

392

393 Erik inquired about the types of uses that are being considered for the building.

394

395 Ald. Binash said the building will have to be ADA compliant for the public. Ald. Binash also  
396 said Commercial Building Inspector Calvin King stated the use of the building will affect how  
397 the city will be judged on the inspection of the building. Ald. Binash said the building requires  
398 significant repairs.

399

400 Erik said it is his understanding there is no concrete use in mind for the building.

401

402 Ald. Binash said there is not, adding, “We wanted to get an idea of what the inspection would  
403 say first, and we got a really good idea. If we want to take it further as to what we want the  
404 building to be, it depends on what you will have to do with it. But because of the amount of  
405 things that need to be done to it, it just makes no sense to do the whole building.” Ald. Binash  
406 suggested putting \$25,000 in the budget and only repairing the windows and roof, and keeping  
407 the structure as is.

408

409 Erik asked if any funds placed in the budget would have to be approved in order to be spent.

410

411 Fred said no, noting \$50,000 had been included, but not spent, in the 2018 budget.

412

413 Erik said he is concerned about budgeting funds for a structure that likely will be razed in the  
414 future.

415

416 Ald. Binash noted the structure will need a couple of new windows and a new roof, adding the  
417 interior is “not bad. It’s the exterior that is the issue.” Ald. Binash said the commission does not

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418 have to put money into the building if it does not want to do so. Ald. Binash said any funds in  
419 the budget for the structure do not have to be spent, but they would be there if there is a desire to  
420 keep the building sustainable for a while.

421  
422 Deb asked Ald. Binash if he believes a new roof will be needed.

423  
424 Ald. Binash said the structure will need a new roof and some new windows.

425  
426 Fred referred to tools located at the Great River Landing that had been damaged and said new  
427 tools will cost \$2,000 to \$4,000. Fred said, "That would be a good thing that this could be  
428 utilized to do it."

429  
430 Ald. Binash noted there have been several vandalisms at the Great River Landing.

431  
432 Fred said it might be acceptable to designate funds for additional equipment at the site.

433  
434 Jason asked if the commission could do a general waterfront budget.

435  
436 Ald. Binash noted vandalism at the Great River Landing had exceeded the budget "the first  
437 couple of months that we had it there."

438  
439 Erik asked how many times damaged equipment should be replaced.

440  
441 Ald. Binash noted there had not been any security cameras present and said installing the  
442 security cameras will be beneficial. Ald. Binash also said he likes Jason's idea about budgeting  
443 "x" amount of dollars for waterfront projects. Ald. Binash noted \$50,000 was budgeted for 2018  
444 and suggested the amount could be budgeted for 2019.

445  
446 Motion by Ald. Binash, second by Shawn, to budget \$50,000 toward waterfront projects, as  
447 needed.

448  
449 On voice vote, motion carried.

450  
451 Returning to the 2019 Tourism Budget, Fred suggested that the Room Tax Commission make a  
452 motion accepting the modifications to the budget, as well as the one that was presented.

453  
454 Shawn asked if the \$50,000 included the docks.

455  
456 Fred said it is separate.

457  
458 Erik said the docks are part of the original budget.

459

**Room Tax Commission  
of the City of Onalaska**

Wednesday, August 29, 2018

12

460 Fred noted the \$50,000 would come off the \$84,726 and said the fund balance for 2019 would be  
461 \$34,726.

462

463 Motion by Shawn, second by Jason, to approve the 2019 Tourism Budget, with \$50,000 being  
464 removed from the net available total of \$84,726, and \$23,439 being added for the installation of  
465 two docks by Coulee Region Docks, LLC at the Great River Landing.

466

467 On voice vote, motion carried.

468

469 **Item 7 – Set future meeting date: November 28, 2018**

470

471 The Room Tax Commission will meet again Wednesday, November 28.

472

473 **Adjournment**

474

475 Motion by Erik, second by Deb, to adjourn.

476

477 The meeting was adjourned at 5:05 p.m.

478

479

480 Recorded by:

481

482 Kirk Bey