

In attendance: K Kramar, Alderman C Brown, Alderman R Grosch, Acting Mayor S Bierce.

1. Call to Order and Pledge of Allegiance
2. Review of the Tourism Commission Duties & Responsibilities  
*The Commission reviewed the updated documents and K. Kramar explained more detail about what the changes in the law mean – essentially all tourism money needs to go to items that will create heads in beds and/or for marketing the area to bring people here as a destination which could in turn create heads in beds as well.*
3. Discussion Related to Hotel Tax Income History and the 2017 Projected Revenue  
*The projected income for 2017 for tourism funds was put in at \$525,000. K. Kramar noted that the number will likely be higher due to the golf tournament coming into town this summer.*
4. Discussion Regarding 2016 Revenue Collection and Final Distribution of Hotel Tax Revenue as of December 31, 2016  
*Discussion included that the fund has a zero balance as of 12/31/2016 and therefore fund reimbursements will not be able to occur until the money is collected from the hotel tax. C. Brown suggested perhaps the City could lend the funds to the tourism committee for reimbursements until the tax is collected. (This is something that would need Common Council approval, there was no recommendation to ask their approval at this meeting)*
5. Discussion and Possible Action Regarding 2017 Budget Proposals
  - 5.1. Pewaukee Chamber of Commerce  
**A motion was made and seconded (K Kramar, Ray Grosch) to approve of the request of the Chamber of Commerce for \$15,700 in the form of a grant; funds to be reimbursed to them by submitting receipts. (Request includes funds for advertising, printing, signage, promotions, website and general marketing)**  
**Motion Passed For: 4; Against: 0; Abstain: 0; Absent: 1**
  - 5.2. Positively Pewaukee  
**A motion was made and seconded (K Kramar, C Brown) to approve of the request of Positively Pewaukee for \$104,000 in the form of a grant; funds to be reimbursed to them by submitting receipts. (Request includes marketing funds to include \$31,000 for Taste of Lake Country, \$35,000 for multi-sport weekend, \$25,000 for king and queen 1/2 marathon, \$10,000 general marketing, and \$3,000 for website)**  
**Motion Passed For: 4; Against: 0; Abstain: 0; Absent: 1**
  - 5.3. Waukesha Pewaukee Convention & Visitors Bureau  
**A motion was made and seconded (K Kramar, C Brown) to approve of the request of the Waukesha/Pewaukee Convention Visitor's Bureau in the amount of \$365,000. (Funds to be paid quarterly)**  
**Motion Passed For: 4; Against: 0; Abstain: 0; Absent: 1**
6. Set Next Meeting Date – *Date to be set in the future, not determined at the meeting.*

7. Adjournment

**A motion was made and seconded (Ray Grosch, C Brown) to adjourn at 11:26 am.  
Motion Passed For: 4; Against: 0; Abstain: 0; Absent: 1**

Respectfully Submitted,  
Kelley Woldanski, MSRA  
Director of Community Services

DRAFT