

**CITY OF PLATTEVILLE  
TOURISM COMMITTEE MEETING  
COUNCIL CHAMBERS – 4:00 p.m.**

**June 6, 2024  
Minutes**

Members Present: Deb Jenny, Deb Rice, Kathy Kopp and Michael Breitner

Others Present: Wayne Wodarz, Michael Walsh, Cody Grabhorn and Jodie Richards

1. Call to order: Deb Jenny, Chairperson, called the meeting to order at 4:00 p.m.
2. Introductions: Kathy Kopp was introduced as new Council representative, Cody Grabhorn as new Museum Director.
3. February 1, 2024 minutes: Motion by Breitner, second by Rice to approve.  
Motion carried.
4. Old Business: None.
5. New Business:
  - A. 1<sup>st</sup> Quarter Room Tax Report: Deb Jenny presented.
6. Tourism Entity Report: Wayne Wodarz presented.
7. Partner Organization Reports:
  - A. Main Street Program:
    - CEC Conference was a success, approximately 204 attendees, heard good feedback
    - Pub Crawl is getting bigger, 28% of attendees were over age 24, or from out of town
    - WalkDown Main has unfortunately been cancelled
    - Currently 7 buildings for sale in the downtown area
    - Voted one of the 7 Most Walkable Towns in Wisconsin by WorldAtlas
  - B. Museums:
    - Working on how to track who comes in the doors (through ticketing process possibly?)
    - Preparing for Strategic Planning process
    - A few things to focus on: Identity, Audience and Hands-on History
  - C. UW-Platteville:
    - Working on building climate regulation
    - New student orientation starts Monday, June 17
    - Opening up dorms so parents can stay with students at orientation
    - Plans are on hold for knocking residence halls down (Warner & Brigham)
    - Wisconsin Badger Football is coming back in August for two weeks
    - First day of class is September 3 (there will be October break this year)
    - Homecoming is scheduled for October 12

- Commencement will be December 14
8. Public Comments: Kathy Kopp shared a reminder about the Platteville Fire Department 150<sup>th</sup> Celebration coming up on June 22.
  9. Next Meeting: Tuesday, August 27 at 4:00 p.m.
  10. Adjournment: Motion by Breitner, second by Rice. Meeting adjourned at 5:03 p.m.

Respectfully submitted, Jodie Richards

1ST QUARTER 2024  
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS	\$	877,721.97
LESS EXEMPT RECEIPTS	\$	(166,374.04)
TAXABLE RECEIPTS	\$	711,347.93
ROOM TAX RATE (5%)	X	5%
TOTAL ROOM TAX	\$	35,562.40

2% MOTEL ADMINISTRATIVE FEE	\$	711.35
28% CITY OF PLATTEVILLE PORTION	\$	9,957.37
70% VISITOR & TOURISM PROMOTION COMMISSION (PAY PLATTEVILLE REGIONAL CHAMBER)	\$	24,893.68
TOTAL ROOM TAX	\$	35,562.40

ACCOUNT #100.56600.650.000

JANUARY 1, 2024 - MARCH 31, 2024  
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS	\$	877,721.97
LESS EXEMPT RECEIPTS	\$	(166,374.04)
TAXABLE RECEIPTS	\$	1,044,096.01
ROOM TAX RATE (5%)	X	5%
TOTAL ROOM TAX	\$	35,562.40

2% MOTEL ADMINISTRATIVE FEE	\$	711.35
28% CITY OF PLATTEVILLE PORTION	\$	9,957.37
70% VISITOR & TOURISM PROMOTION COMMISSION	\$	24,893.68
TOTAL ROOM TAX	\$	35,562.40

JANUARY 1, 2023 - MARCH 31, 2023  
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS	\$	992,912.07
LESS EXEMPT RECEIPTS	\$	(171,487.59)
TAXABLE RECEIPTS	\$	1,164,399.66
ROOM TAX RATE (5%)	X	5%
TOTAL ROOM TAX	\$	41,071.23

2% MOTEL ADMINISTRATIVE FEE	\$	770.48
28% CITY OF PLATTEVILLE PORTION	\$	11,550.89
70% VISITOR & TOURISM PROMOTION COMMISSION	\$	28,749.86
TOTAL ROOM TAX	\$	41,071.23

SUMMARY OF ROOM TAX COLLECTIONS:

(Past 8 Years)

<u>YEAR</u>	<u>QUARTER</u>	<u>CITY</u>	<u>TOURISM COMM</u>	<u>MOTEL ADM</u>	<u>TOTAL</u>
2024	1ST QTR.	\$ 9,957.37	\$ 24,893.68	\$ 711.35	\$ 35,562.40
	2ND QTR.				
	3RD QTR.				
	4TH QTR.				
		\$ 9,957.37	\$ 24,893.68	\$ 711.35	\$ 35,562.40
2023	1ST QTR.	\$ 11,550.89	\$ 28,749.86	\$ 770.48	\$ 41,071.23
	2ND QTR.	\$ 16,126.54	\$ 44,658.11	\$ 1,240.50	\$ 62,025.15
	3RD QTR.	\$ 18,825.59	\$ 47,064.01	\$ 1,344.69	\$ 67,234.29
	4TH QTR.	\$ 14,061.08	\$ 35,152.69	\$ 1,004.36	\$ 50,218.13
		\$ 60,564.10	\$ 155,624.66	\$ 4,360.03	\$ 220,548.79
2022	1ST QTR.	\$ 9,113.74	\$ 22,784.35	\$ 650.98	\$ 32,549.07
	2ND QTR.	\$ 15,239.94	\$ 42,202.90	\$ 1,172.30	\$ 58,615.14
	3RD QTR.	\$ 18,567.78	\$ 46,419.44	\$ 1,326.27	\$ 66,313.48
	4TH QTR.	\$ 14,454.72	\$ 36,136.80	\$ 1,032.48	\$ 51,624.00
		\$ 57,376.17	\$ 147,543.48	\$ 4,182.03	\$ 209,101.69
2021	1ST QTR.	\$ 7,736.28	\$ 19,340.73	\$ 552.60	\$ 27,629.61
	2ND QTR.	\$ 14,516.05	\$ 36,290.15	\$ 1,036.86	\$ 51,843.07
	3RD QTR.	\$ 17,183.03	\$ 42,957.59	\$ 1,227.36	\$ 61,367.98
	4TH QTR.	\$ 13,133.78	\$ 32,820.35	\$ 932.08	\$ 46,886.21
		\$ 52,569.15	\$ 131,408.81	\$ 3,748.90	\$ 187,726.86
2020	1ST QTR.	\$ 7,674.21	\$ 19,185.56	\$ 548.17	\$ 27,407.94
	2ND QTR.	\$ 5,218.53	\$ 13,046.33	\$ 372.75	\$ 18,637.61
	3RD QTR.	\$ 10,617.63	\$ 26,544.06	\$ 758.40	\$ 37,920.09
	4TH QTR.	\$ 8,041.98	\$ 20,104.97	\$ 574.43	\$ 28,721.38
		\$ 31,552.35	\$ 78,880.92	\$ 2,253.75	\$ 112,687.02
2019	1ST QTR.	\$ 9,179.86	\$ 22,950.50	\$ 656.07	\$ 32,786.43
	2ND QTR.	\$ 14,002.11	\$ 35,004.42	\$ 999.78	\$ 50,006.31
	3RD QTR.	\$ 14,763.10	\$ 36,906.55	\$ 1,053.99	\$ 52,723.64
	4TH QTR.	\$ 12,333.53	\$ 30,832.96	\$ 880.60	\$ 44,047.09
		\$ 50,278.60	\$ 125,694.43	\$ 3,590.44	\$ 179,563.47
2018	1ST QTR.	\$ 9,828.76	\$ 24,573.26	\$ 702.64	\$ 35,104.65
	2ND QTR.	\$ 13,492.74	\$ 33,731.47	\$ 963.60	\$ 48,187.81
	3RD QTR.	\$ 15,762.04	\$ 39,405.08	\$ 1,125.85	\$ 56,292.97
	4TH QTR.	\$ 13,179.40	\$ 32,949.29	\$ 941.73	\$ 47,070.42
		\$ 52,262.93	\$ 130,659.10	\$ 3,733.82	\$ 186,655.85
2017	1ST QTR.	\$ 6,213.24	\$ 15,532.73	\$ 443.64	\$ 22,189.61
	2ND QTR.	\$ 10,012.50	\$ 25,031.89	\$ 715.45	\$ 35,759.84
	3RD QTR.	\$ 10,592.26	\$ 26,480.48	\$ 756.52	\$ 37,829.26
	4TH QTR.	\$ 9,989.08	\$ 24,972.49	\$ 713.42	\$ 35,674.99
		\$ 36,807.08	\$ 92,017.59	\$ 2,629.03	\$ 131,453.70