

VILLAGE OF GRAFTON

FINANCE COMMITTEE MEETING MINUTES

FEBRUARY 21, 2011

President Jim Brunnquell called the Finance Committee meeting to order at 5:30 p.m.

Finance Committee members present: Jim Brunnquell, Jim Grant, Ron LaPean, and Richard Rieck

Staff/Officials present: Village Administrator Darrell Hofland, Finance Director Paul Styduhar, Village Clerk Teri Dylak, and Administrative Assistant Rachel Reiss

Others Present: Celebrate Grafton Chair John Safstrom, Grafton Area Chamber of Commerce Director Nancy Hundt, Bill Hass, and Sue Hass

HEAR PERSONS WISHING TO BE HEARD

None.

2011-12 TOURISM EVENTS AGREEMENT WITH CELEBRATE GRAFTON

Administrator Hofland stated that in March 2010, the Village entered into an inaugural agreement with Celebrate Grafton for 2010 tourism events. Celebrate Grafton was responsible for the following events: Giro d’Grafton, Holidayze, Fall Pumpkin Festival and Pumpkin Cyclocross.

In 2011, a new festival will be sponsored by Celebrate Grafton in August. Due to this additional event, it is being recommended to increase funding to \$15,000.

Trustee LaPean questioned the additional funding. Mr. Hofland stated the Village’s contribution to the organization is a very limited portion of their overall budget. The fireworks budget alone is \$25,000. Celebrate Grafton has several major sponsors for their events.

President Brunnquell stated the new event is expected to cost approximately \$70,000 of which \$3,000 of room tax is being requested.

Motion by Trustee Rieck, seconded by Trustee Grant, to recommend the Village Board approve the 2010 Annual Report, 2011 Action Plan and the 2011 Budget for Celebrate Grafton and to approve a Tourism Events Services agreement with Celebrate Grafton for 2011-2012. Approved unanimously.

REVIEW OF TOURISM PROMOTION SERVICES REPORT BY THE GRAFTON AREA CHAMBER OF COMMERCE

Administrator Hofland stated that the Village Board has contracted with the Grafton Area Chamber of Commerce for tourism promotion and development in return for the allocation to the Chamber of room tax revenue that the Village receives. As part of the agreements, the Village Board annually reviews the Chamber's recommended Tourism Action Plans, reviews a summary of completed tourist-related activity and reviews an accounting of tourism-related expenditures

Motion by Trustee Grant, seconded by Trustee LaPean, to recommend the Village Board approve the Grafton Area Chamber of Commerce's 2010 Tourism Promotion and Development Annual Report, 2011 Action Plan, and 2011 Budget. Approved unanimously.

AMUSEMENT DEVICE LICENSE FEE INCREASE

Village Clerk Dylak stated the Village currently requires an amusement license, also known as a Coin Machine License, for the operation of coin operated machines such as video machines, bowling games, golf games, pool tables, juke boxes, etc.

Clerk Dylak stated this fee is to cover the cost of processing and preparing the license. It is being proposed to increase the fee incrementally to \$15 in 2011 and \$25 in 2012.

Trustee Grant suggested the fee immediately be raised to \$25 if it is to cover the costs incurred.

Trustee LaPean stated this increase seems to be unnecessary and more of a tax. Clerk Dylak stated it is important for the Village to know where certain machines are to assist the Police Department in regulation procedures.

Motion by Trustee Grant, seconded by Trustee Rieck, to recommend Village Board approve an Ordinance amending Section 5.20.040 Registration fee (amusement and music devices) raising the registration fee to \$25 per machine per year in 2011. Approved 3-1 (LaPean-nay).

OLD BUSINESS

Room Tax Summary

Administrator Hofland stated the report shows a 37 percent increase for 2010 revenues over 2009. The Village is updating a hotel conference center study to see if sufficient market demand exists for a hotel/conference center in Grafton.

NEW BUSINESS

None.

ADJOURN

Motion by Trustee Grant, seconded by Trustee LaPean, to adjourn at 5:55 p.m. Approved unanimously.