

COMMITTEE REPORT

COMMITTEE: Special Committee on a Unified DMO

CHAIRPERSON: R.J. Winkelhake (pro tem)

DATE/TIME: February 2, 2016 @ 7:00 pm

PRESENT:

Steve McIntyre Brad Petersburg RJ Winkelhake

A quorum was established.

Other Board Members: none

Others: Todd Lincoln, Jerry Westemeier & Robert Hahn of the City's Special Committee; Katherine Walker; Erin Murphy; Chris Hamilton

1. Minutes Approval

- a) Robert moved to approve the January 20, 2016 Meeting Minutes as presented; R.J. seconded; motion carried.

2. Citizens' Comments

- a) Erin Murphy expressed support for a unified DMO and offered several suggestions.
- b) In response to earlier questions on hotel/motel tax receipts, Katherine Walker provided a report listing tax receipts from Dec 2014 – Nov 2015.

3. Unfinished Business

- a) R.J. shared a breakdown on the number of rental homes in the County. Brad led the discussion on the draft LOI. The group approved the changes made to Exhibit B pursuant to discussion at the previous meeting. It was the consensus of the group to also make the following changes...
 - 1. Under Step 1:
 - (i) Add a sentence requiring that the CVB & VG, on a 50-50 basis, split the costs incurred by the newly formed DMO during the transition phase.
 - 2. Under Step 2:
 - (i) Make all three At-large positions on the DMO board open for election rather than pre-determine that the VG Chair and CVB Chair will fill two of these positions for the first year.
 - (ii) Add a note explaining that future appointments to the DMO board will be governed by the articles and bylaws, which may differ from the inaugural board election/appointment process.
 - (iii) Modify the inaugural board qualifications such that an employee of a tourism-related business may serve on the inaugural board rather than require a principle manager.

- (iv) Clarify that the “lead contact” for each tourism-related business be the individual eligible to vote, and limit each individual voter to only one ballot.
- (v) Delete paragraph (C)(5) referring to a nominating process.
- (vi) Delete a sentence in paragraph (C)(9) describing what to do if an individual receives the most votes in more than one category. Will let the new DMO board create a policy on what to do in this case or in the case of a tie vote.

3. Under Step 3:

- (i) Rephrase the first sentence as we are not requiring that the composition of the board, director terms, and director qualifications be locked into the articles and bylaws of the new DMO.
- (ii) Also add flexibility for the new DMO board to utilize an existing 501(c)(6) entity if, after proper due diligence, they believe it to be a better choice than creating a new entity and applying for 501(c)(6) status.

4. Under Step 4:

- (i) Propose that the County retain enough hotel/motel tax to recover its actual costs for collecting and disbursing the tax.
- (ii) Require the new DMO to operate as if subject to OML.

b) Todd moved and R.J. seconded to approve the LOI as amended above and forward the same to the County and the City. Motion passed unanimously.

4. **New Business**

- a) None

5. **Citizens Comments**

- a) None.

6. **Board Member Concerns**

- a) None.

Meeting adjourned at 8:30 p.m. following a motion made by Todd, which was seconded by Jerry. Motion passed.

The next joint meeting between the County Special Committee and the City Special Committee, if any, will depend upon action of the City and the County. The LOI proposes that the Committees meet monthly until the new DMO has been in operation for 3 months to address any problems that may arise. If no problems arise, the joint meeting may be limited to a quick conference call or may be cancelled for lack of business.