

**VILLAGE OF PLOVER**  
**PARK DEVELOPMENT COMMITTEE**  
**July 18, 2016**  
**6:00 PM**

Members Present: Steve Fritz, Fred LaRosa, Gary Portzen, Jerry Krueger, Mike McGinley, Mike Helmrick, Kraig Brooks

Others Present: Tom Davies, Dan Mahoney, Richard Holden, Bill Konkol

1. Mr. Davies called the Plan Commission to order on Monday, July 18, 2016, 6:32pm.
2. Approval of the minutes of the meeting of March 16, 2016.

**Mr. Krueger moved to approve the minutes of March 16, 2016 as printed. Mr. Portzen seconded and the motion carried.**

3. Persons wishing to address the Commission.  
None.

Discussion and possible action on the following:

4. Room Tax Ordinance discussion to advise staff on preferred oversight direction (Village Committee vs. Visitors Bureau). The Village of Plover adopted a room tax ordinance in 1992 with the first Room Tax revenues collected in 1995 when the first hotel started operations. The Room Tax started at 6% and now is 8% as allowed by State law. The room tax collected is presently distributed 42.5% to the Stevens Point Area Convention and Visitors Bureau (CVB) and the remaining 57.5% is split between the Village Parks Capital Improvement Fund and the General Fund. (Note – Funds allocated to the General Fund are used for park maintenance.) The State law was changed on July 14, 2015 and I have attached an Overview provided by the Wisconsin Hotel & Lodging Association and a copy of 66.0615 Wis. Stat. The changes included clarification as what the room tax could be used for and set a dollar cap on what a municipality can retain over the 30% of room tax for its own purposes.

Village Staff in conjunction with the CVB have been reviewing the options provided under the State Law which include the following:

1. Joining with other communities and creating one Tourism Commission representing all of Portage County;
2. Creating our own Tourism Commission to oversee the Room Tax dollars collected (note the Village would continue to retain full control over the portion of room tax revenue that we are allowed to retain for our own purposes.); or
3. The Village of Plover retains 30% and forwards 70% of the Room Tax to a tourism entity (CVB).

The City of Stevens Point recently decided to create a Tourism Commission to represent only the City. The only real option left for the Village of Plover is set up its own Tourism Commission or take a large reduction in the share of Room Tax that we are able to retain.

The Village of Plover collected Room Tax of \$248,683.10 in 2015 and it was split as follows: Village of Plover \$142,992.78 and CVB \$105,690.32.

If the Village of Plover does not create a Tourism Commission to be in place for 2017 based on Room Tax Collected being \$248,683.10 the split will be as follows: Village of Plover \$74,604.93 and CVB \$174,078.17. (Net reduction to the Village is \$68,287.85.)

If the Village of Plover creates a Tourism Commission the State Law provides for a gradual change in the Room Tax that can be retained by the Village and based on Room Tax Collected being \$248,683.10 the split for 2017 would be as follows: Village of Plover \$132,458.00 and CVB \$116,225.10. (Net reduction to the Village is \$10,534.78.) See attachment for future years.

The Village of Plover has had a great relationship with the CVB and because of that they have offered to place the additional funding received during the gradual change period into a grant program that would allow the Village to apply for the funds. This grant program would be part of the contract between the Tourism Commission and the CVB.

Mr. Holden recommends that the Parks Development Committee recommend to the Village Board that a Village of Plover Tourism Commission be created per 66.0615 Wis. Stats. If the Village Board decides to create a Village of Plover Tourism Commission it would include 2 citizen members, 2 board members and 1 from the hotel industry. Staff feels creating our own Tourism Commission is our only real option versus taking large reductions in the share of room tax. Mr. Holden stated if approved the next step is to prepare ordinance language.

**Mr. Brooks moved that the Park Development committee recommend to the Village Board that a Village of Plover Tourism Commission be created per 66.0615 Wis. Stats. Mr. Portzen seconded.**

Mr. Mahoney stated that the Village of Plover has had a very good working environment with the CVB over the years and commended them on applying for a grant program to cover tourism costs. Mr. Helmrick asked what the timeframe is for creating the committee. Mr. Holden stated that it would need to be done by the end of the year so that the Village Board can review a contract between the Tourism Commission and the CVB. CVB, Sara Brish stated that baseball tournament dollars spent would be one of many examples that could be eligible for grant program dollars. **Motion carried.**

5. WI Dept. of Transportation request to allow storm sewer outlet to Lake Pacawa for CTH B/I39 Interchange project. Mr. Mahoney stated that the reconstructing of I39/CTHB will occur in 2021. Mr. Mahoney gave an explanation of the interchange with significant impacts on business. Jeff Stewart, DOT, was not available at the meeting to answer questions, therefore the committee was unable to make a recommendation at tonight's meeting. Concerns were discussed and Mr. Mahoney will address those concerns with Jeff Stewart for a follow up meeting to be scheduled. Questions addressed were the outflow of water to Lake Pacawa; ways to control levels at Lake Pacawa; and the issue of flooding. Mr. Brooks asked if the DNR would be involved. Mr. Mahoney stated that yes they definitely have to give approval.
6. Emerald Ash Borer Emergency Action Plan and recommendation of implementation procedures. Mr. Mahoney stated that in 2011 the Village received grant monies to provide for an EAB plan which was implemented since that time. Mr. Mahoney stated that there are 168 ash trees (less than 10% of the trees within the Village) have been located within the Village with 13 on the municipal building property and most of the rest at Lake Pacawa. Options in controlling EAB would be to do injections every two years with a cost of \$1300.00. There is no guarantee that the injections will control the infestation within the Village. Staff recommendation is to remove the trees and replace a diversity of trees. Mr. Mahoney stated that staff would need to phase in the removal of trees where we can and come up with a plan on the eventual removal of all trees. Mr. Mahoney stated that options are fairly limited. Village Board will not be taking any action to require residents with ash trees on their property to remove them.

Bill Konkol, Public Works Manager, stated that as a % of tree removal staff could possibly remove 6-8 trees per year during a specified time frame dependent on staff available and various projects within the Village. Mr. Krueger asked to the area south of the Village did it take most of the trees. Mr. Mahoney stated that yes it took all the trees. Mr. Fritz stated that there are ornamental ash trees that are not susceptible to ash borer. Mr. Mahoney stated that staff would like to address the municipal building property and look at treating Lake Pacawa.

**Mr. Portzen moved that the Parks Development Committee recommend the approval of the removal of ash trees from the municipal building property and then move forward to Lake Pacawa and continue a planting of diversity listed trees. Mr. Krueger seconded and the motion carried.**

7. Mr. LaRosa moved to adjourn the meeting 7:20pm. Mr. Krueger seconded and the motion carried.