

1. Meeting Material

Documents:

[ROOM TAX COMMISSION MEETING AGENDA 12-09-2025.PDF](#)
[ROOM TAX COMMISSION MEETING PACKET 12-09-2025.PDF](#)

MEETING AGENDA
ROOM TAX COMMISSION OF THE
CITY OF PLYMOUTH, WISCONSIN
TUESDAY, DECEMBER 9, 2025 9:00 A.M.

Plymouth City Hall
Room 210
128 Smith St
Plymouth, WI 53073

Members Present:

____ Kaushik Patel
____ Mary Hauser
____ Mayor Pohlman
____ Diane Gilson
____ Tim Blakeslee

Other:

Anna Voigt ____

1. Call to order and roll call
2. Approve minutes from meeting held December 12, 2024
3. Discussion on Room Tax Revenue
4. Approve Agreement for Tourism Promotion Services with Chamber of Commerce
5. Updates from the Chamber of Commerce
6. Adjournment

It is likely a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice.

Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, please contact the City of Plymouth ADA Coordinator Leah Federwisch, located in the Plymouth Utilities office at 900 County Road PP, Plymouth, WI or call 920-893-3853.

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MEETING AGENDA

ROOM TAX COMMISSION OF THE CITY OF PLYMOUTH, WISCONSIN

THURSDAY DECEMBER 12, 2024 9:00 A.M.
UNOFFICIAL MINUTES

1. **Call to order and roll call:** Chairman Pohlman called the meeting to order on December 12, 2024 at 9 AM. Members present were: Mayor Pohlman, Diane Gilson, Tim Blakeslee, Kaushik Patel, and Mary Hauser. Also, present were: Anna Voigt.
2. **Approve minutes from meeting held June 20, 2024:** Motion was made by Gilson/Hauser to approve the minutes from June 20. A unanimous aye vote was cast. Motion was carried.
3. **Discussion on Room Tax Revenue:** Blakeslee reviewed the revenue from room tax the past year.
4. **Discussion on Hotel Feasibility Study Results:** Blakeslee presented the findings of the hotel feasibility study from Patek Hospitality Consultants, Inc. The study was completed for the potential market demand and prepared a Financial Analysis for a proposed 54-room Cobblestone Hotel & Suites. The last study was done in 2019. The hotel could be needed in the future, but the rate of return may not be what they are currently looking for.
5. **Updates from the Chamber of Commerce:** Hauser explained that the Chamber has had a busy year. Mill Street has maxed out on spots. The committee talked about different ways to advertise in surrounding areas. The committee talked about different businesses possibilities in vacant buildings.
6. **Adjournment:** Motion was made by Blakeslee/Hauser to adjourn the meeting. A unanimous aye vote was cast. Motion carried.

AGREEMENT FOR TOURISM PROMOTION SERVICES

THIS AGREEMENT, made and entered into by and between the Plymouth Chamber of Commerce, a private non-profit corporation, hereinafter referred to as the "Chamber", and the City of Plymouth Room Tax Commission, a municipal body of Sheboygan County, Wisconsin, hereinafter referred to as the "Commission";

WITNESSETH:

WHEREAS, the Commission recognizes the growth potential for tourism, including but not limited to leisure and group travel within the City of Plymouth; and

WHEREAS, the Commission also recognizes the advantages of partnering with the Chamber to promote seasonal recreation, tourism, including but not limited to leisure and group travel, and services within the City of Plymouth; and,

WHEREAS, the Commission believes that the promotion of tourism, including but not limited to leisure and group travel, strengthens public and municipal purposes by improving employment opportunities and the growth of existing as well as new business activities;

NOW THEREFORE, it is hereby agreed as follows:

1. This agreement for services involves the promotion of tourism and meetings within the City of Plymouth, and surrounding area. The Chamber shall plan, coordinate, develop and implement a promotional campaign and related activities to advance the tourism and meeting activity within the City of Plymouth.

2. The Chamber shall provide the necessary personnel to carry out the terms of this agreement, and be responsible for the performance of such employees for any services performed under this agreement. This agreement shall not abrogate the Chamber's responsibility for keeping in full force and effect worker's compensation and all other insurance as may be required from time to time by applicable state and federal laws. Such employees shall at all times be employees of the Plymouth Chamber of Commerce and not of the City of Plymouth or Room Tax Commission, and the Chamber shall have sole jurisdiction and control over such employees in all respects.

3. The Chamber shall provide the following services:

- a. Provide or contract for an office and telephone service for visitors and prospective visitors.

- b. Provide sufficient personnel to administer the Visitor Information Center and work with local, county, and state groups and businesses, as well as out of state groups and businesses to attract visitors to the community.
- c. Oversee the preparation and distribution of publications and pamphlets promoting convention facilities, lodging, dining, entertainment and recreation, maps, calendar of events, and other similar promotional publications.
- d. Engage in necessary and appropriate activities, including the gathering of information, convention planning, site selection assistance for meeting and convention planners, event planning, registration assistance, advertising, and similar functions.
- e. Collaborate with the Room Tax Commission on tourism planning and strategies for tourism promotion and tourism development.

4. The Chamber shall maintain and submit the following information to the Plymouth City Clerk for review by the Commission & Common Council:

- a. A room tax report thereof shall be made to the Commission at least quarterly (April, July, October, and January). A projection of income and expenditures for the following year will be provided with the October report including any program income from tourism activities. The October report will also include a written action plan for the coming year, including a social media strategy, which shall be reported to the Commission. The reports shall include the Chamber tourism budget and the tourism account activity with respect to all funds received by the Chamber from the Commission, including an itemization of all tourism services rendered, programs instituted, expenditures made, and other tourism related income, as well as end of period assets and liabilities.
- b. The quarterly room tax report shall also include the number of Chamber website visits, visitor guides distributed and visitor center information traffic.
- c. Copies of all meeting minutes of all Chamber Board actions or sub-committees affecting tourism promotion or tourism development shall be provided to the Room Tax Commission.
- d. All financial and other records of the Chamber pertaining to the funds disbursed to the Chamber pursuant to this agreement shall be available for audit or review by the City at all times to insure the proper expenditure of funds for public purposes.

5. The Room Tax Commission shall provide annual base funding of \$85,000 to the Chamber, with additional Chamber Incentive as reflected in the tiered system below, which is based on Total Gross Room Sales.

Tiered Additional Incentive:

Total Gross Room Sales	Additional Chamber Incentive
Under \$2,000,000.00	None
Between \$2,000,000.01 and \$2,200,000.00	\$10,000.00
Between \$2,200,000.01 and \$2,400,000.00	\$20,000.00
Between \$2,400,000.01 and \$2,600,000.00	\$30,000.00
Between \$2,600,000.01 and \$2,800,000.00	\$40,000.00
Over \$2,800,000.00	\$50,000.00

6. At the discretion and approval of the Room Tax Commission, additional Chamber tourism projects may be funded with the Room Tax Commission fund balance. The Chamber shall present the proposed project to the Room Tax Commission and get approval prior to any expenditures being made.

7. The Room Tax Commission shall meet at a minimum one time per calendar year.

8. This agreement shall be for the 2026, 2027, and 2028 calendar year

9. The Chamber shall not assign, transfer, convey, pledge, or in any manner impair this agreement without the written consent of the City of Plymouth acting through its Room Tax Commission, and in the event thereof this agreement shall immediately terminate. It is understood that the Chamber may contract some of the services to be rendered hereunder with others, which contracts shall be deemed not an impairment hereof, provided the Plymouth Chamber of Commerce remain primarily liable therefore.

10. The Plymouth Chamber of Commerce shall have no power to solicit proposals, bids, or contracts on behalf of the Room Tax Commission or City, nor to bind the Room Tax Commission or City or act on the Room Tax Commission or City's behalf in any manner whatsoever. The Chamber's authority is strictly limited to those duties and responsibilities specifically enumerated herein.

11. The Chamber agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, handicap, sex, physical or developmental disability as defined in Wis. Stats. §51.01(5), or national origin. This provision shall include but not be limited to employment, promotion, demotion, transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeships.

