



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Meeting Minutes - Draft ROOM TAX COMMISSION

*Consider: Who benefits? Who is burdened?  
Who does not have a voice at the table?  
How can policymakers mitigate unintended consequences?*

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Wednesday, February 17, 2021

4:00 PM

\*\*\*Virtual Meeting\*\*\*

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### CALL TO ORDER / ROLL CALL

The meeting was called to order by Chair Sally Miley at 4:02 PM.

Present: Sally Miley, Alder Sheri Carter, Alder Michael Verveer, Sylvia Moss, Thomas Ziarnik, and Glenn Krieg

### APPROVAL OF MINUTES

A motion was made by Verveer, seconded by Carter, to Approve the Minutes. The motion passed by unanimous consent.

[64206](#)

### PUBLIC COMMENT

Attachments: [Public Comment Registrant Report.pdf](#)

See attached registrant report.

### DISCLOSURES AND RECUSALS

Sally Miley - Madison Opera Board of Trustees  
President Ald. Sheri Carter - Destination Madison, Madison Art Commission  
Glenn Krieg - Monona Terrace Community and Convention Center Board  
Thomas J. Ziarnik - Monona Terrace Event Assistance Committee, Destination Madison Board of Trustees  
Ald. Michael Verveer - Monona Terrace Community and Convention Center Board, Overture Center Foundation Board of Directors, and Monona Terrace Booking Event Assistance Committee

### NEW BUSINESS

1. [64201](#) Update on the 2020 Room Tax Fund Condition

Attachments: [Update on 2020 Room Tax Fund Condition and 2021 Forecast.pdf](#)  
[Room Tax Comparative Fund Conditions -- 2019 to 2021 -- 02-17-2021.pdf](#)

See attached presentation.

2. [64202](#) Update on 2021 Room Tax Collections Forecast and Implications

**Attachments:** [Update on 2020 Room Tax Fund Condition and 2021 Forecast.pdf](#)

See attached presentation.

3. [64203](#) Overview of Federal Stimulus Legislation and Relevant Local Impacts

**Attachments:** [Federal Economic Recovery Legislation.pdf](#)

See attached presentation.

4. [64204](#) Overview of 2021 Destination Madison Contract Amendment

**Attachments:** [63886 GMCVB Amendment.pdf](#)  
[Legistar File 63886](#)

See attached.

5. [64205](#) Action on Optimization Study

**Attachments:** [Optimization Strategy RTC Presentation Feb 17.pdf](#)

**Alder Carter motioned to authorize \$50,000 of funding from the Event Booking Assistance Fund. Ziarnik seconded the motion. The motion passed with a majority vote. Moss opposed.**

6. [64209](#) Discussion of Next Meeting Date

**Attachments:** [2021 Meeting Schedule.pdf](#)

**Next meeting will be held in June 2021.**

**Future discussion items will include Music Tourism Economic Recovery study and the Optimization Study**

**Finance Staff to provide continuing updates to RTC on progress of federal recovery legislation**

## ADJOURNMENT

**A motion was made by Carter, seconded by Moss, to Adjourn at 5:05 PM. The motion passed by unanimous consent.**