



*** All present are expected to conduct themselves in accordance with our City's Core Values ***

OFFICIAL NOTICE AND AGENDA - 2nd REVISED

Notice is hereby given that the Common Council of the City of Wausau, Wisconsin will hold a regular or special meeting on the date, time and location shown below.

Meeting of the: **COMMON COUNCIL OF THE CITY OF WAUSAU**
 Date/Time: **Tuesday, August 23, 2016 at 5:00 PM**
 Location: **City Hall (407 Grant Street, Wausau WI 54403) - Council Chambers**
 Members: Patrick Peckham, Romey Wagner, David Nutting, Tom Neal, Gary Gisselman, Becky McElhaney, Lisa Rasmussen, Karen Kellbach, Joe Gehin, Sherry Abitz, Dennis Smith

Call to Order

Pledge of Allegiance / Roll Call

Public Comment: Pre-registered citizens for matters appearing on the agenda and other public comment.

File #	CMT	RESOLUTIONS and ORDINANCES	ACT
16-0810	FIN	Ordinance Creating Sections 2.60.270 and 3.25.035 Room Tax Commission and Amending Section 2.60.010 Boards and Commissions enumerated.	Approved 5-0
06-1016	FIN	Ordinance Repealing Chapter 3.10 Fees for Municipal Services	Approved 3-2
16-0811	FIN	Ordinance Creating Section 10.01.013 Vehicle registration fee (wheel tax)	Approved 4-1
13-0309	FIN	Resolution Authorizing the addition of fees to the City of Wausau Fees and Licenses Schedule adopted pursuant to Section 3.40.010(a) for Section 10.01.013 Vehicle registration fee (wheel tax)	Approved 4-1

Suspend Rule 11A , if necessary, to consider and take action on possible alternatives if repeal of Chapter 3.10 fails.

- Ordinance Amending Section 3.10.010 Referendum, exempting institution of a vehicle registration fee (wheel tax)
- Resolution approving language for a binding referendum regarding institution of a vehicle registration fee and authorizing placement on the November 8, 2016 ballot.

Adjournment

Signed by Robert B. Mielke, Mayor

This Agenda was posted at City Hall and faxed to the Daily Herald newsroom on 8/22/16 @ 3:00 pm. Questions regarding this agenda may be directed to the City Clerk.

Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids & services. For information or to request this service, contact the City Clerk at (715) 261-6620.

ORDINANCE OF FINANCE COMMITTEE

Creating Sections 2.60.270 and 3.25.035 Room Tax Commission and amending Section 2.60.010 Boards and commissions enumerated

Committee Action: Approved 5-0

Ordinance Number:

Fiscal Impact: None

File Number: 16-0810

Date Introduced: August 23, 2015

WHEREAS, Wisconsin Statutes §66.0615 authorizes the City of Wausau to enact an ordinance imposing a tax on the privilege of furnishing, at retail, except sales for resale, rooms or lodging to transients by hotelkeepers, motel operators and other persons furnishing accommodations that are available to the public (the “Room Tax”); and

WHEREAS, the Finance Committee previously adopted Chapter 3.25 which imposes the current Room Tax within the city; and

WHEREAS, recent amendments to Wisconsin Statutes §66.0615 require that the City spend at least 70% of the Room Tax collected on tourism promotion and tourism development; and

WHEREAS, Wisconsin Statutes §66.0615 authorizes the City of Wausau to create a room tax commission, and requires that any amount of Room Tax collected that must be spent on tourism promotion and tourism development shall either be forwarded to the room tax commission if the City has created one, or forwarded to a qualifying tourism entity; and

WHEREAS, it is deemed to be in the best interest of the City of Wausau that a room tax commission be created, and that the municipal code of the City of Wausau be further modified and amended in the manner hereinafter more particularly set forth.

NOW, THEREFORE, the Common Council of the City of Wausau do ordain as follows:

Add ()

Section 1. Section 2.60.270 Room Tax Commission is hereby created to read as follows:

2.60.270 Room Tax Commission. The Room Tax Commission shall consist of five (5) members appointed by the mayor and confirmed by a majority vote of the members of the Common Council who are present when the vote is taken. Members shall serve without compensation. All members shall be adult residents of the city. At least two members shall be alderpersons. One member shall represent the hotel and motel industry. Strong consideration shall be given to an owner/operator of a hotel in the city. An alderperson may serve as chair of this commission.

Section 2. Section 3.25.035 Room Tax Commission is hereby created to read as follows:

3.25.035 Room Tax Commission. (a) Creation. There is hereby created a Room Tax Commission for the City of Wausau.

(b) Composition. The Room Tax Commission shall consist of five (5) members appointed by the mayor and confirmed by a majority vote of the members of the Common Council who are present when the vote is taken. Members shall serve without compensation. All members shall be adult residents of the city. At least two members shall be alderpersons. One member shall represent the hotel and motel industry. Strong consideration shall be given to an owner/operator of a hotel in the city. An alderperson may serve as chair of this commission.

(c) Terms. Pursuant to Section 66.0615(1m)(c)3, the members shall be appointed for a one-year term and shall serve at the pleasure of the mayor and may be reappointed.

(d) Powers and duties. The Room Tax Commission shall have the powers and duties prescribed by Section 66.0615 of the Wisconsin Statutes. Any contract entered into by the Commission shall be approved by the Common Council. The Commission shall elect from among its members a chairperson, vice chairperson and secretary. No person may serve as Chair more than three (3) years in any five (5)-year period.

Section 3. Section 2.60.010 Boards and commissions enumerated-Appointment is hereby amended to read as follows:

2.60.010 Boards and commissions enumerated-Appointment. Citizen members of the following boards and commissions shall be appointed by the mayor; such appointments shall be confirmed by the common council:

(a) Board of review;

(b) Library board;

....

(q) Room tax commission

Section 4. All ordinances or parts of ordinances in conflict herewith are hereby repealed.

Section 5. This ordinance shall be in full force and effect on the day after its publication.

Adopted:
Approved:
Published:
Attest:

Approved:

Robert B. Mielke, Mayor

Attest:

Toni Rayala, Clerk



Office of the City Attorney

TEL: (715) 261-6590
FAX: (715) 261-6808

Anne L. Jacobson
City Attorney

Tara G. Alfonso
Assistant City Attorney

MEMORANDUM

TO: Common Council Members
FROM: Anne Jacobson, City Attorney 
DATE: August 16, 2016
RE: Creation of Room Tax Commission

Wis. Stats. 66.0615(1m)(c) addresses the composition of the Commission. The statute requires that:

- **The commission shall consist of four to six members.**
- **One of the commission members shall represent the Wisconsin hotel and motel industry.**
- **Members of the commission shall be appointed by the principal elected official in the municipality and shall be confirmed by a majority vote of the members of the municipality's governing body who are present when the vote is taken.**
- **Commissioners shall serve for a one-year term, at the pleasure of the appointing official, and may be reappointed.**

What has been proposed in the draft creation of WMC 2.60.270 and 3.25.035, but which may be amended on the Council floor, are the following provisions:

- The Room Tax Commission shall consist of five (5) members.
- Members shall serve without compensation.
- All members shall be adult residents of the city.
- At least two members shall be alderpersons.
- Strong consideration shall be given to an owner/operator of a hotel in the city.
- An alderperson may serve as chair of this commission.
- No person may serve as Chair more than three (3) years in any five (5)-year period.

alj

FINANCE COMMITTEE

Date and Time: Tuesday, August 9, 2016 @ 5:15 pm., Council Chambers

Members Present: Rasmussen (C), Smith, Gehin, Kellbach, and Nutting

Others Present: Groat, Lindman, Jacobson, Mielke, Neal, Gisselman, Glenn Speich and other interested parties.

Discussion and possible action regarding 2017 Room Tax Strategy including consideration of the CVB Room Tax Proposal, creation of a Tourism Commission and related Budget Process

- Overview of the new law and impact to current room tax budget and policy

Groat indicated the city has been collecting room tax since before 1994 and at that time raised the rate to 8%. She explained when this occurred we were grandfathered into having more flexibility in how we spent our room tax. In 2015 we collected \$845,000 in room tax funds and have an agreement with the CVB that we allocate approximately 37.5% of our room tax for general CVB purposes and/or the Sports Authority. \$205,000 of the funds were used for City of Wausau purposes; we issued grants of another \$300,000; and allowed the hotels to retain about \$9,000 to offset credit card charges, etc.

Groat stated the Wisconsin Legislature enacted a new law that takes effect on January 1, 2017 to eliminate municipal control over the room tax. She explained it requires us to forward to a tourism entity or a room tax commission any room tax revenue exceeding the amount the city is allowed to retain. The city could create a tourism commission of 4 to 6 members appointed by the Mayor and approved by Council for a one year term. At least one member would have to be an owner or operator of a hotel located within the city. Another option is a joint commission. She went on to explain the duties of the commission (see memo in packet).

- CVB presentation

Richard Barrett, of the Wausau/Central Wisconsin Convention & Visitors Bureau, commented the law itself was implemented by the Innkeepers Association and the municipalities and we are stuck in the middle. He indicated they put forward a blended proposal to the communities, noting tourism does not know boundaries. He recommended all six municipalities form one zone for a commission. Everyone working together is what keeps our community great and moving forward. *Questions and answers/discussion followed.*

- Public Hearing

Rasmussen opened the floor to public comment:

- Joe Mella, President of Central Wausau Progress and River District Wausau, as well member of the Board of Directors of Wausau Events, spoke regarding the challenges of the upcoming legislation. He felt the city should form a tourism commission and continue to allocate the funds the way they have been doing.
- Rose DeHut, Executive Director of the Center for the Visual Arts (CVA), spoke regarding what the CVA brings to the community and how the room tax funds allocated to the CVA helps them to accomplish their mission and goal to serve.
- Elizabeth Field, Executive Director of Wausau River District, indicated the \$30,000 room tax allocation has accounted for approximately one quarter of the annual operating budget and has gone entirely to our more than \$56,000 promotion and advertising budget. She provided statistics on what makes them a tourism entity.
- Deb Ryan, 702 Elm St, commented on things the city could be doing/promoting/expanding on to bring in more tourism dollars, especially in the sports area.
- Melanie Schuman, Marketing Director for the Grand Theater, indicated they rely heavily on the room tax funds in all that they do, including bringing 132,000 people through their doors last year and being in usage 325 of the year compared to the industry standard of 187.
- Dick Barrett, CVB, commented the proposal he put before them keeps all these things stated by the previous organizations moving forward and having one zone commission is the cleanest way to get it done.

There being no additional comments, Rasmussen closed the public hearing.

Groat reiterated this law came from the desire to take local control away, but with control you have flexibility and the opportunity to make decisions. She felt by the City of Wausau retaining as much control as possible, we will have a better way to manage our future success. She pointed out they are only committing to one year if they stay as a solo commission. Committee discussion followed.

Motion by Gehin, second by Nutting to retain the maximum allowable amount of room tax; to direct the Mayor to set up a commission to manage the funds; and enter into a contract with the CVB. Motion carried 5-0.



TO: FINANCE COMMITTEE
FROM: MARYANNE GROAT
DATE: AUGUST 3, 2016
RE: ROOM TAX

The City of Wausau has been collecting an 8% room tax for many years. These funds are accumulated in a special revenue fund. A historical summary of the collection and disbursement is as follows:

	2016 Budget	Actuals					
		2015	2014	2013	2012	2011	2010
Revenues							
Room Tax Revenues	\$ 799,000	\$ 845,155	\$ 810,442	\$ 770,774	\$ 738,251	\$ 691,157	\$ 655,278
Expenses							
Transferred To CVB	299,625	316,933	303,916	289,040	276,844	259,184	211,146
Retained for Other Purposes:							
City of Wausau Purposes	258,700	205,000	180,000	175,000	175,000	175,000	175,769
Room Tax Grants	286,265	321,515	366,640	264,375	274,954	240,862	222,145
Retained by the Hotels	7,500	9,017	1,244				
Total Retained	552,465	535,532	547,884	439,375	449,954	415,862	397,914
Total Expenses	\$ 852,090	\$ 852,465	\$ 851,800	\$ 728,415	\$ 726,798	\$ 675,046	\$ 609,060
Net Retained	\$ 499,375	\$ 528,222	\$ 506,526	\$ 481,734	\$ 461,407	\$ 431,973	\$ 444,132

The Wisconsin legislature enacted Act55 which will significantly change the expenditure and control of room tax revenues beginning 1/1/2017. Highlights of the new law are:

- The City must forward to a tourism entity or commission any room tax revenue exceeding the amount the City is allowed to retain.
- The City is allowed to retain the greater of 30% (2015 = \$253,547) Or
 - FY 2017 = 2014 retained \$506,526
 - FY 2018 = 2013 retained \$481,734
 - FY 2019 = 2012 retained \$461,407
 - FY 2020 = 2011 retained \$431,973
 - FY 2021 = 2010 retained \$444,133 and thereafter
- The tourism commission can be created to serve a single community or multiple communities (considered a zone).
 - A tourism commission for a single community is to consist of 4 to 6 members. The commission is appointed by the Mayor for a 1 year term and confirmed by the Common Council. At least one of the members must be an owner or operator of a lodging property paying room tax.

- If a commission is created for a zone the City would have 2 members on the board since our room tax collections are below \$1 million and more than \$300,000.
- The tourism entity or commission must use the room tax revenue it receives for tourism promotion and tourism development.
- The definition of “tourism promotion and tourism development” includes the elements listed below that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment where room tax is imposed:
 - Marketing projects including media buys, creation and distribution of printed and electronic tourist materials; efforts to recruit conventions, sporting events or motor coach groups.
 - Transient tourist informational services
 - Tangible municipal development including a convention center.
- The tourism commission can be created to serve a single community or multiple communities (considered a zone).
 - A tourism commission for a single community is to consist of 4 to 6 members. The commission is appointed by the Mayor for a 1 year term and confirmed by the Common Council. At least one of the members must be an owner or operator of a lodging property paying room tax.
 - If a commission is created for a zone the City would have 2 members on the board since our room tax collections are below \$1 million and more than \$300,000.
- A tourism commission is responsible for spending room tax for tourism promotion and tourism development purposes. A tourism commission may contract with other organizations for tourism marketing and development services in addition to a tourism entity (CVB).
- Annually, beginning May 1, 2017 the City must file a Wisconsin Room Tax Report with the Department of Revenue. The report includes: total room tax collection, amount forwarded to a room tax entity/commission, a list of expenditures of \$1,000 or more.

Historically the City has considered room tax grant applications twice per year. The next application due date is August 31. Many of the organizations reliant on room tax revenue are beginning to question the changes for 2017. The new definition of “tourism promotion and tourism development” could impact the eligibility of current room tax recipients. Attached is a detailed history of room tax recipients.

The CVB has proposed the creation of a blended tourism district whereby all communities have a uniform room tax rate of 8%. Within this proposal room tax would be allocated as follows:

- the City would retain 30% for City operations
- Municipal specific tourism promotions 25% via joint or solo commission
- CVB for tourism 45%

	<u>CVB Proposal</u>	<u>2016 Budget*</u>
30% City Operations	\$ 253,547	\$ 258,700
45% CVB	\$ 380,320	\$ 316,933
Other tourism	\$ 211,289	\$ 269,522

*using 2015 Actual Revenues

HISTORICAL ANALYSIS OF ROOM TAX FUND USES

	Budget 2016***	ACTUAL					2010
	2015	2014	2013	2012	2011		
REVENUES							
Room Tax Revenues	\$ 845,155	\$ 845,155	\$ 810,442	\$ 770,774	\$ 738,251	\$ 691,157	\$ 655,278
Miscellaneous			269	562	1,251		
Total Revenue	\$ 845,155	\$ 845,155	\$ 810,711	\$ 771,336	\$ 739,502	\$ 691,157	\$ 655,278
EXPENDITURES							
Convention and Visitors Bureau	281,250	316,933	303,916	289,040	276,844	259,184	211,146
<u>Continuing Appropriations</u>							
Main Street	30,000	30,000	30,000	30,000	30,000	30,000	30,000
Grand Theater on Artsblock	50,100	77,775	50,100	46,493	45,000	45,000	39,394
Wausau Area Events - General Operations	79,004	79,004	79,004	70,636	65,600	65,600	62,122
Leigh Yawkey Woodson Art Museum	33,143	33,143	33,143	30,923	30,100	30,100	26,058
Marathon County Historical Society	23,123	23,123	23,123	21,074	21,000	18,180	18,182
Wausau Concert Band	7,708	7,708	7,708	6,942	6,500	6,500	6,061
Center for Visual Arts	11,562	11,562	11,562	10,537	10,000	9,090	9,091
Total Continuing Appropriations	234,640	262,315	234,640	216,605	208,200	204,470	190,908
<u>Other Room Tax Uses</u>							
Central Stage, Band and Choir	5,000						
Dream Flight		5,000		5,000	5,000		
Wausau Kayak/Canoe Corporation	12,000	12,000	12,000	7,138	20,000	5,138	3,228
Artrageous Weekend	4,500	4,500	3,000	1,487	1,284	1,284	1,284
Festival of the Arts	5,000	5,000	5,000	2,974	4,041	4,041	
Gus Macker Basketball Tournament				3,569	4,281	4,281	4,281
American Vet Travel Tribute					5,000		
Chalkfest	800	1,000	800	595	1,700	1,700	1,713
Wausau Events - Balloon & Rib Fest	10,000	10,000	10,000	4,164	4,281	4,281	4,281
Wausau Events - Screen on the Green	3,000	3,000	3,000				
Wausau Jaycees Fourth of July	7,700	7,700	7,700	4,164	2,964	2,964	2,964
Wausau Dance Theater					6,422	6,422	6,422
Wausau Events - Market Place Thursdays	5,000	6,000	6,000	3,569	4,281	4,281	4,281
Wausau Community Theater	2,500	2,500	2,500	1,487	2,500	2,000	
Wausau Events Branding				8,623			
Wausau Symphony Band	4,000						2,783
Friends of Wausau Ice Hockey			75,000				
Wausau Events - Wausau Winter Fest	4,000		7,000	5,000	5,000		
Main Street - First Thursdays	1,500	2,500					
Wausau Events - Beer and Bacon Festival	3,000						
Main Street - Downtown Dining	2,000						
Total Other Room Tax	70,000	59,200	132,000	47,770	66,754	36,392	31,237
<u>City Operations</u>							
City of Wausau Airport Marketing							769
400 Block Fund	31,200	31,200					
Transfer to Capital Projects Fund	40,000	5,000					
General City Funding ***	187,500	168,800	180,000	175,000	175,000	175,000	175,000
Total City Operations	\$258,700	\$205,000	\$180,000	\$175,000	\$175,000	\$175,000	\$175,769
Room Tax Retained by Hotels	7,500	9,017	1,244				
Total Expenditures	\$852,090	\$852,465	\$851,800	\$728,415	\$726,798	\$675,046	\$609,060

WAUSAU

Central Wisconsin

Convention and Visitors Bureau

PROPOSAL TO CREATE A BLENDED TOURISM DISTRICT

June 23, 2016

We have met with and/or spoken with many of you to discuss an idea of creating a formal Zone for the Wausau Central Wisconsin Communities. I still strongly believe that it is in the best interests of Wausau, Rothschild, Weston, Rib Mountain, Schofield, and Mosinee to create a single Zone for the area and combine their room tax revenue for the sole purpose of developing a single destination for tourists to come to our area. However, there appears to be some concern that by creating this single ZONE, such could dilute monies that is already being retained by the municipality and used by it for tourism projects in their municipality. Another expressed concern was that their permitted representation on the Zone Commission is limited and such could adversely affect the municipality's interests. Another concern was that once in the Zone, they may not be easily able to opt out if they are unhappy with the direction of the Commission.

I believe that we have come up with a great solution that addresses all of these concerns and yet preserve some of the great benefits of a Zone and, at the same time, allows the municipalities the individual interests they seek. It is my professional opinion that this revised proposal would benefit everyone. The following will succinctly summarize my proposal.

1. Each municipality goes to 8% room tax, the maximum allowed under the statute.
2. Each municipality retains 30% of the room tax revenues for its general fund.
3. Each municipality can either create its own Commission, who will then contract with the CVB or if the municipality does not want to create its own Commission, it can contract directly with the CVB. As it has successfully done in the past, the CVB will provide its office, staff, and resources to promote tourism in the municipality.
4. Each municipality can use up to 25% of the room tax revenue for its own tourism promotion and development purposes. As per the statute, these funds will be sent to the CVB and be maintained by the CVB individually for each municipality in a separate designated account. The use of these funds will be directed by the Municipality's Commission or, if none, by the Mayor or designee, with advice from CVB to ensure that the room tax revenues are spent in accordance with the statute
5. Each municipality will send the remaining 45%, (this is the percentage that each municipality has generally on the average sent to the CVB for tourism) and be maintained by the CVB in its banking account. The room taxes would be forwarded to the CVB and

will be separated individually by municipality through its accounting practices for use by the CVB to promote the Wausau Central Wisconsin Communities as a destination for tourists.

6. The CVB will continue to follow its day to day operations and practices and use its office, staff, and resources to promote tourism for all of the municipalities in the Wausau Central Wisconsin Communities as it has done successfully for the past 20 years. This includes the development of the Sports Authority, Badger State Games, and other major events and programs, all of which have a proven successful track record.
7. The CVB strongly recommends that the initial period for the contracts, as it relates to the use of the municipality's 45% room tax contribution, should be at least five (5) years to enable the CVB sufficient time to work out any issues that may arise.

In conclusion, the above recommendation is designed to give you the best of two worlds: allowing each municipality to create its own Commission who will direct use of its room taxes for their municipality and, at the same time, allow it to participate in a joint promotional/marketing effort that brings tourists to the Wausau Central Wisconsin communities. Since the CVB will be the designated tourism entity for all of the municipalities, individually and collectively by virtue of the Wausau Central Wisconsin Communities, the CVB will be in the best position of maximizing the use of room tax revenues that will benefit all of the municipalities.

If everyone agrees in principle in the above proposal, I would request that you allow our attorney to revise the proposed Entity Agreement that will reflect the above recommended changes. By doing so, there will be no conflicts or confusion and transparency in our operation. Thanks for your consideration.

Respectfully submitted,

Richard Barrett
Executive Director

CITY OF WAUSAU, WISCONSIN ROOM TAX POLICIES

The City of Wausau maintains a room tax to assist with funding services necessary to support and attract visitors that would otherwise be borne by local taxpayers as well as to promote, protect, preserve and invest in activities and facilities that make Wausau a more attractive, safe and compelling destination for visitors and residents alike.

City of Wausau ordinance 3.25.030 Collection and Distribution shall be followed.

The annual budget for room tax revenues shall be determined by the Finance Director and approved by the Finance Committee based on actual receipts from the prior full calendar year for which data is available as the city's budget is being prepared along with reasonable projections. The following annual distributions shall occur:

CONTINUING ANNUAL APPROPRIATIONS:

The city shall contribute an amount equal to 31.25% of actual current collections to the Wausau/Central Wisconsin Convention & Visitors Bureau, and an additional 6.25% for Badger State Games as governed by agreement with CWCVB.

In addition to the CWCVB, the City of Wausau recognizes other not-for-profit organizations that have demonstrated their significance as a destination for visitors and residents. These organizations shall receive an annual allocation of room tax revenues which shall be apportioned as follows:

Wausau Area Events: An amount of \$65,600 but not greater than 10.25% of immediate prior year collections. It is intended that this amount be used to fund operating expenses. Additional amounts for specific events such as Chalkfest, Concerts on the Square, Wausau Hot Air Balloon Rally & Glow and certain other events will be funded separately through the Room Tax Grants portion.

Wausau Main Street: An amount of \$30,000 but not greater than 5% of immediate prior year collections, however, the total City contribution to Main Street shall not exceed one-third of the annual Main Street budget.

Grand Theater – Performing Arts Foundation: An amount of \$45,000 but not greater than 6.5% of immediate prior year collections.

Leigh Yawkey Woodson Art Museum: An amount of \$30,100 but not greater than 4.30% of immediate prior year collections.

Marathon County Historical Society: An amount of \$21,000 but not greater than 3% of immediate prior year collections.

Center for the Visual Arts: An amount of \$10,000 but not greater than 1.5% of immediate prior year collections.

Wausau Concert Band: An amount of \$6,500 but not greater than 1% of immediate prior year collections.

Each organization shall submit complete annual financial reports and include the City logo on promotional materials.

In addition to these allocations the City of Wausau operations will benefit from Room Tax Collections as follows:

- General Fund will be allocated a sum of 25% of projected room tax collections to offset operating costs.

ROOM TAX GRANT PROGRAM:

To the extent that funds are available, the Finance Committee will consider, semi-annually (August 30th and February 28th) applications for room tax grants from outside organizations which clearly show benefits to the City of Wausau in the following categories: economic development, tourism and special community events or projects which enhance the quality of life.

There are three categories in which grants are awarded. Capital projects, Events, and Marketing efforts:

Capital costs associated with acquisition, restoration, enhancement, construction or expansion of existing facilities, sites or attractions for the purpose of accommodating tourism or increased tourism attraction, or for the purpose of providing new or increased programming.

Events including festivals, celebrations, shows, performances, special exhibits or displays and other events, particularly those that will attract outside visitors will be considered in this category. The maximum grant available is \$15,000.

Marketing efforts including the development and implementation of a marketing plan designed to increase visitation to an attraction or event. The maximum grant available is \$7,500.

All organizations should attempt to demonstrate their plan towards event self-sufficiency. Interested organizations must submit timely and meet the requirements and specifications identified within the applications instructions. The Finance Committee will review the funding requests and forward a recommendation to Common Council for incorporation within the annual budget.

OTHER:

Any monies remaining at yearend will stay within the segregated room tax fund for allocations in subsequent budget cycles.

CITY OF WAUSAU, 407 Grant Street, Wausau, WI 54403

ORDINANCE OF FINANCE COMMITTEE

Repealing Chapter 3.10 Fees for Municipal Services

Committee Action: Approved 3-2

Ordinance Number:

Fiscal Impact: None

File Number: 06-1016

Date Introduced: August 23, 2016

The Common Council of the City of Wausau do ordain as follows:

Section 1. That Chapter 3.10 Fees for Municipal Services is hereby repealed.

Section 2. All ordinances or parts of ordinances in conflict herewith are hereby repealed.

Section 3. This ordinance shall be in full force and effect on the day after its publication.

Adopted:
Approved:
Published:
Attest:

Approved:

Robert B. Mielke, Mayor

Attest:

Toni Rayala, Clerk

ORDINANCE OF FINANCE COMMITTEE			
Creating Section 10.01.013 Vehicle registration fee (wheel tax)			
Committee Action: Approved 4-1		Ordinance Number:	
Fiscal Impact: None			
File Number:	16-0811	Date Introduced:	August 23, 2016

The Common Council of the City of Wausau do ordain as follows:

Section 1. Section 10.01.013 Vehicle registration fee (wheel tax) is hereby created as follows:

10.01.013 Vehicle registration fee (wheel tax). (a) Authority. This chapter is adopted pursuant to the authority granted by Wis. Stats. 341.35, as from time to time amended or renumbered.

(b) Purpose. The purpose of this ordinance is to provide the City of Wausau a source of revenue in addition to other revenue sources currently being utilized to maintain public streets, highways, and for all other transportation-related purposes.

(c) Definitions. In this section, a “motor vehicle” means an automobile or motor truck registered under Wis. Stats. 341.25(1)(c) at a gross weight of not more than 8,000 pounds that is registered in this state and customarily kept in the City of Wausau.

(d) Vehicle registration fee. An annual municipal vehicle registration fee in the amount of \$20 is imposed on every motor vehicle registered in Wisconsin and customarily kept in the City of Wausau. At the time a motor vehicle is first registered and at the time of each registration renewal, the registration applicant shall pay a city vehicle registration fee of \$20. The city registration fee shall be paid as provided in Wis. Stats. 341.35(5), as amended from time to time. The city registration fee is in addition to other fees required by Wis. Stats. Ch. 341. The Wisconsin Department of Transportation (DOT) shall collect the city registration fee.

(e) Exemptions. The following motor vehicles are exempt from the annual vehicle registration fee:

- (1) All vehicles exempted by Wis. Stats. Ch. 341 from payment of a state vehicle registration fee.
- (2) All vehicles registered by the state under Wis. Stats. 341.26 for a fee of \$5.00.

(3) No city vehicle registration fee may be imposed on a motor vehicle which is a replacement for a motor vehicle for which a current Wausau municipal vehicle registration fee has been paid.

(f) Administrative costs. The DOT shall retain a portion of the moneys collected under this section equal to the actual administrative costs related to the collection of these fees. The method for computing the administrative costs will be reviewed annually by the Wisconsin Department of Transportation, as provided in Wis. Stats. 341.35, as amended from time to time.

(g) Deposit of fee revenues-administration.

(1) All revenues remitted to the City by the Wisconsin Department of Transportation pursuant to Wis. Stats. 341.35, shall be directed for use by the City for the operation and maintenance of the streets within the City and for public transit related purposes only.

(2) The City Finance Director shall be responsible for the administration of this chapter and funds.

Section 2. All ordinances or parts of ordinances in conflict herewith are hereby repealed.

Section 3. This ordinance shall be in full force and effect on the day after its publication.

Adopted:
Approved:
Published:
Attest:

Approved:

Robert B. Mielke, Mayor

Attest:

Toni Rayala, Clerk

FINANCE COMMITTEE

Date and Time: Tuesday, August 9, 2016 @ 5:15 pm., Council Chambers

Members Present: Rasmussen (C), Smith, Gehin, Kellbach, and Nutting

Others Present: Groat, Lindman, Jacobson, Mielke, Neal, Gisselman, Glenn Speich and other interested parties.

Discussion and possible action regarding the implementation of a \$20 Wheel Tax and the repeal or modification of Municipal Code Chapter 3.10.010 Fees for Municipal Service - Referendum

Groat spoke about the implementation of a Wheel Tax, explaining that wheel tax is sharing of the vehicle registration fee the State of Wisconsin currently imposes. The law allows for municipal governments to add on their own fees and the State of Wisconsin adds that to the overall registration costs. The state keeps \$.17 for administrative costs. The law only allows the fee to be imposed on automobiles and trucks that weigh not more than 8000 pounds. Looking at the current statistics she estimated we would gain about \$650,000. There is some question on these numbers, because, for example, someone that lives in the Town of Rib Mountain lists a Wausau mailing address. The law requires that we use the funds for transportation purposes. We would use part of the funds to maintain and improve our streets and part of the funds for transit. Since the city adopted an ordinance in 2006 that provides that we have a referendum prior to implementing new fees, we would either have to have an advisory referendum or we would need to repeal or modify that ordinance. There has been some public interest to do a sales tax versus a wheel tax, however, the city doesn't have any authority to do a sales tax.

Mayor Mielke said that this situation is dire; there are road projects that are two and three years behind and there are drivers popping their tires and breaking axels. He came into office with a \$1.5 million deficit and there has been so much cut from the budget. He pointed out the county is going to implement a wheel tax.

Jacobson wanted to make this clear as it was being discussed said this wouldn't be an advisory referendum, based on the direct legislation; the language was prepared by the people that proposed it. The language states "The city shall hold a citywide referendum requesting citizen authorization." She interpreted this to mean that if a referendum is held it is binding, needing citizen input to impose a fee. She stated this has been on the books for more than two years, so by statutes they have the opportunity to vote to simply repeal the ordinance and then can institute whatever fee they want; they could amend this ordinance and provide an exception to it; or authorize a referendum. She reiterated If they choose to go to a referendum, they must abide by what the voters tell the council.

Motion by Gehin, second by Nutting to repeal Ordinance 3.10.010, requiring a referendum. Approved 3-2.

Motion by Nutting, second by Gehin to implement a \$20.00 Wheel Tax fee, contingent on the outcome of the repeal of Ordinance 3.10.010 by Council. Motion passed 4-1.

CITY OF WAUSAU, 407 Grant Street, Wausau, WI 54403

RESOLUTION OF THE FINANCE COMMITTEE

Authorizing the addition of fees to the City of Wausau Fees and Licenses Schedule adopted pursuant to Section 3.40.010(a) for Section 10.01.013 Vehicle registration fee (wheel tax)

Committee Action: Approved 4-1

Fiscal Impact: Uncertain

File Number: 13-0309

Date Introduced: August 23, 2016

FISCAL IMPACT SUMMARY

COSTS	<i>Budget Neutral</i>	Yes <input type="checkbox"/>	No <input type="checkbox"/>	
	<i>Included in Budget:</i>	Yes <input type="checkbox"/>	No <input type="checkbox"/>	<i>Budget Source:</i>
	<i>One-time Costs:</i>	Yes <input type="checkbox"/>	No <input type="checkbox"/>	<i>Amount:</i>
	<i>Recurring Costs:</i>	Yes <input type="checkbox"/>	No <input type="checkbox"/>	<i>Amount:</i>
SOURCE	<i>Fee Financed:</i>	Yes <input type="checkbox"/>	No <input type="checkbox"/>	<i>Amount:</i>
	<i>Grant Financed:</i>	Yes <input type="checkbox"/>	No <input type="checkbox"/>	<i>Amount:</i>
	<i>Debt Financed:</i>	Yes <input type="checkbox"/>	No <input type="checkbox"/>	<i>Amount</i> <i>Annual Retirement</i>
	<i>TID Financed:</i>	Yes <input type="checkbox"/>	No <input type="checkbox"/>	<i>Amount:</i>
	<i>TID Source: Increment Revenue <input type="checkbox"/> Debt <input type="checkbox"/> Funds on Hand <input type="checkbox"/> Interfund Loan <input type="checkbox"/></i>			

RESOLUTION

WHEREAS, the City of Wausau has adopted a comprehensive Fees and License Schedule at W.M.C. §3.40.010; and

WHEREAS, your Finance Committee, at their August 9, 2016 meeting, recommended that the City adopt a vehicle registration fee of \$20 on every motor vehicle registered in Wisconsin and customarily kept in the City of Wausau.

NOW THEREFORE, BE IT RESOLVED, by the Common Council of the City of Wausau, that the vehicle registration fee of \$20 on every motor vehicle registered in Wisconsin and customarily kept in the City of Wausau is hereby adopted and incorporated into the City of Wausau Fees and Licenses Schedule adopted pursuant to W.M.C. §3.40.010.

Approved:

Robert B. Mielke, Mayor

CITY OF WAUSAU, 407 Grant Street, Wausau, WI 54403

ORDINANCE OF THE COMMON COUNCIL

Amending Section 3.10.010 Referendum, exempting institution of a vehicle registration fee (wheel tax)

Committee Action: Pending

Ordinance Number:

Fiscal Impact: None

File Number: 06-1016

Date Introduced: August 23, 2016

The Common Council of the City of Wausau do ordain as follows:

Add ()

Section 1. That Section 3.10.010 Referendum, is hereby amended to read as follows:

3.10.010 Referendum. The City of Wausau shall hold a city-wide referendum requesting citizen authorization to institute a fee for any municipal service. This includes, but is not limited to, the following services; police protection, garbage pickup, fire protection, road repair, snowplowing, recycling, yard waste disposal, street sweeping, fall leaf collection, spring clean-up, and storm water management among others. The only allowable exception is a fee that affects 10% or less of the city's residents. **The institution of a motor vehicle registration fee is exempt from the application of this ordinance.**

Section 2. All ordinances or parts of ordinances in conflict herewith are hereby repealed.

Section 3. This ordinance shall be in full force and effect on the day after its publication.

Adopted:
Approved:
Published:
Attest:

Approved:

Robert B. Mielke, Mayor

Attest:

Toni Rayala, Clerk