



Notice of Tourism Commission Meeting

Notice is hereby given that the Tourism Commission of the Village of Turtle Lake will meet on Tuesday, January 21st, 2020, 5:00 PM at the Village Hall, in the Municipal Chambers, located at 114 Martin Ave E. The Committee will consider the following items.

I. CALL TO ORDER

- A. Roll call
- B. Review of Agenda
- C. Disclosure of conflict of Interest by members regarding any item on the agenda.

II. MEETING MINUTES

- A. Approval of Past Meeting Minutes

III. PUBLIC COMMENT

IV. UNFINISHED BUSINESS

- A. Consideration and possible action to host Dock Dogs Event for Sept 19-20, 2020.

V. NEW BUSINESS

- A. Halco Press request to be considered to print Marketing brochure.
- B. Consideration and possible action for Design, size, layout of Marketing brochure.
- C. Request for funding/Sponsorship Community Clubs/Events
 - 1. TL Royalty 2020
 - 2. TL Garden Club 2020
 - 3. GTLAA Car Show 2020
- D. Snowmobile Trail Gates: Scott Hildebrand
- E. Discussion of Staff Hours
- F. Room Taxes
- G. Set date of next meeting

VI. ADJOURNMENT

Notice is hereby given that there may be a quorum of the Village Board of Trustees in attendance of the above noticed meeting. Other trustees may be in attendance at this committee meeting but are present for observational purposes only and trustees who are not members of the committee shall not participate in the committee's discussion, and no action shall be taken by the Village Board of Trustees during this meeting.

Village of Turtle Lake Tourism Commission Meeting Minutes December 3rd, 2019

Call To Order : Chairman Reaney called the meeting to order at 5:12 PM

Roll Call: Present: Chairman Turner Reaney, Members: R. Morton, J. Raddatz, Gege O'Connell, Clerk/Treasurer A. Story, Admin. K. Jenkinson, Guest: Al Hanley, Owner 5 Star Marketing & Publishing, (Members J. Becker late 5:55 PM, GeGe left early 6:25 PM)

Meeting Minutes: Motion to approve by GeGe O'Connell, 2nd by Jennifer Raddatz, All in favor, Motion carried

Public Comment: None

Unfinished Business: None

New Business:

Presentation by Al Hanley with 5-Star Marketing regarding production and distribution of brochures. *No Action taken*

Discussion about size, layout and content of new brochures. *No Action Taken*

Adoption of 2020 budget; Motion to approve by Jennifer Raddatz, 2nd by Ruth Morton, Jeff Becker, Nay; All others in favor, *Motion Carried*

Discussion regarding Dock Dogs event; further research needed regarding additional requirements. *Tabled to next meeting.*

Discussion regarding tourism personnel duties, hours, and workload. *Tabled to next meeting.*

Next Meeting date: January 21st, 2020 @ 5:00 PM

Motion to adjourn: 7:06 PM by T. Reaney, 2nd by Jennifer Raddatz . All in favor, Carried.

Prepared by: Karen Jenkinson



Village of Turtle Lake

114 MARTIN AVENUE EAST · PO BOX 11 · TURTLE LAKE, WISCONSIN 54889
PHONE: 715-986-2241 · FAX: 715-986-4252 · www.turtlelakewi.com

Request for Funding

TOURISM FUNDING

The Village of Turtle Lake Tourism Commission is funded by a room tax that is paid by guests staying at any Hotels, Motels, Inns, or Bed & Breakfast entities in the village limits. There are NO local property taxes associated with the Tourism Commission. The room taxes are their sole source of funding.

The Tourism Commission is established by state legislation which specifically requires that the funds be used for tourism promotion and development that is likely to generate paid overnight stays at these local establishments noted above. This is defined as:

- a) Marketing projects, including media and other advertising buys, creation and distribution of printed or electronic promotion materials, or efforts to recruit conventions, festivals, sporting or motor coach groups.
- b) Transient tourist information services.
- c) Tangible municipal development, including a convention center, with a marketing/promotion plan.

Room taxes shall NOT be used to offset general operating expenses of any group or organization. See the Village of Turtle Lake Tourism Commission brochure for detail on eligible media and items that are not eligible for reimbursement.

Note: All promotional activities should prominently acknowledge "Sponsored in part of the Village of Turtle Lake Tourism Commission" or similar, pre-approved verblage.

TIMING OF REQUESTS

ALL applications for funding must be reviewed and authorized by the Tourism Commission or Chair! Applicants are encouraged to have a mechanism in place to track effectiveness of their event including statistics related to attendance and overnight stays generated at the Village of Turtle Lake lodging facilities.

1. Requests for funding must be presented to the Tourism Commission no later than 60 days prior to an event.
2. Receipts for approved media/promotional expenses must be received by the Village Clerk-Treasurer within 60 days after the event or they will be forfeited.
3. All funds are to be used within 12 months of the date the Tourism Commission approved them.

REIMBURSEMENT LIMITS

Funding can be restricted to the available budget. Reimbursements are typically limited to \$2,500.00 or less per event. The Tourism Commission reserves the right to exceed the amount for events that are deemed to be of a scope that would likely result in high room rentals at the Village of Turtle Lake lodging facilities.

PROCEDURES FOR APPLYING FOR FUNDS

1. Complete Reimbursement Application
2. Submit application to the Tourism Commission Coordinator(s) via 1) In person, at the Village Office located at 114 Martin Ave E, Turtle Lake; 2) By Fax (715) 986-4252; or 3) By Email info@turtlelakewi.com or clerk@turtlelakewi.com
3. Upon receipt of the application, the Tourism Commission will review at their next available Commission meeting date.
4. A representative of the sponsoring organization must attend the Tourism Commission meeting at which the Request for Funding is presented.
5. Reimbursement for approved expenditures will come from the Village of Turtle Lake Clerk-Treasurer.

"The Village with a Vision"



Village of Turtle Lake

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Tourism Commission Reimbursement Application

Event Information	
Name of Event	
Website	
Social Media Address (Facebook, Twitter, Instagram, Etc.)	
Event Sponsor	
Contact for Requesting Organization	
Name	
Address	
Telephone	
Email	
Event Description	
Event Date(s)	
Event Location	
Detailed Description of Event	
Impact on Lodging	
Explain how this event will attract visitors and generate overnight lodging in the Village of Turtle Lake. How will this be measured?	

"The Village with a Vision"

Event Budget

Attached a copy of the proposed budget and prioritize your needs

Use of Funding Support

Describe specifically and with detail how the funds from the Tourism Commission will be used including Itemized breakdown of amounts.

Timetable

Provide a timetable outlining marketing and promotion activities and markets reached listing non-village media outlets and budget allocated to each.

Note: All promotional activities should prominently acknowledge "Sponsored in part by the Village of Turtle Lake Tourism Commission" or similar, pre-approved verbiage.

Questions? Contact Turner Reaney, Tourism Chair, directly at (715)-986-2121 or by email at turnerreaney@gmail.com or the Tourism Commission Coordinator(s) at Village of Turtle Lake (715) 986-2241, Ext 3 or Ext 2.

www.turtlelakewi.com

"The Village with a Vision"

Village of Turtle Lake is an Equal Opportunity Provider and Employer. Complaints of discrimination should be sent to: USDA Director, Office of Civil Rights, Washington, DC 20250-9410

Karen Jenkinson

From: Karen Jenkinson <info@turtlelakewi.com>
Sent: Friday, January 10, 2020 11:36 AM
To: Turner Reaney (turnerreaney@gmail.com); jennifer@jenniferraddatzphotography.com; Georgeina O'Connell (gegeoconnell@gmail.com); jeffandsallyb@gmail.com; trustee.rmorton@gmail.com
Cc: Ardith Story
Subject: Dock Dogs update
Attachments: 20 Contract - Turtle Lake, WI.pdf; Show Schedule-Wisconsin Colorfest.pdf

Just to give a quick update in preparation for the next meeting on January 21st.

Per the last correspondence I had with Brian at Dock Dogs, he said we do **not** need the carpet, (that is for indoor shows when it's a slip hazard) and we do not need any fencing. Per his email, all we need is the water for the pool, electricity, and hotels for the crew. (The hotel is 2 rooms with one checking in on Thursday and one Friday and staying until Monday.)

TL Country Lodge has pet friendly rooms with a \$20.00 extra fee. **Cobblestone Inn & Suites** in Barron with a \$25.00 fee, and **AmeriVu Inn & Suites Cumberland** with a \$20.00 extra fee. I also clarified with the St Croix Casino because I had some conflicting information, they only allow service animals. So this is not a pet friendly hotel. I would guess that for some of the folks that bring their dogs to compete they would stay at a local campground. Some of those may charge an additional fee but that is not very common. I did check on some nearby vacation rentals and did not find any that specifically stated they were pet friendly. With the 3 hotel options that are nearby, and 3 campgrounds in Turtle Lake and a few just outside of the Village, we should have enough accommodations for guests.

Brian does have us on their schedule for September 19th – 20th. I attached the contract that was presented at the last meeting and I have also attached a copy of the proposed show schedule.

Karen Jenkinson
Administrative Utility Clerk
PO Box 11
114 Martin Ave E
Turtle Lake, WI 54889
715-986-2241 ext 3
www.turtlelakewi.com

Show Schedule

Event Name: Wisconsin Colorfest

Event Date: September 19 - 20, 2020

Event Location: Turtle Lake Village Park
227 Maple St.
Turtle Lake, WI 54889

Event Schedule:

Sat Sep 19, 2020

Onsite Registration/ Practice – 9:00 am
Big Air WAVE # 1 – 10:00 am
Big Air WAVE # 2 - 11:30 am
Big Air WAVE # 3 – 1:30 pm
Extreme Vertical (All in One Finals) – 3:30 pm

Sun Sep 20, 2020

Onsite Registration/ Practice – 9:00 am
Big Air WAVE # 4 – 10:00 am
Big Air WAVE # 5– 11:30 am
Speed Retrieve (*All in one Finals*) – 1:30 pm
Big Air Finals start at 3:30 pm
(*Pro, Semi-Pro, Contender & Amateur Finals*)

Event Format: Outdoor Big Air®, Extreme Vertical® & Speed Retrieve™ and Iron Dog Rankings



DockDogs®, Inc.
5690 Wolff Road
Medina, OH 44256
T. 330.241.4975
grant.reeves@dockdogs.com
www.dockdogs.com

EVENT AGREEMENT

The following agreement is entered into by DockDogs®, Inc. and the Village of Turtle Lake - Tourism (Turtle Lake, WI)

EVENT HOST

Village of Turtle Lake - Tourism
Attn: Karen Jenkinson
PO Box 11
Turtle Lake, WI 54889
T: 715-986-2241 x 3
Fax: 715-986-4252

EVENT PRODUCER

DockDogs®, Inc.
5690 Wolff Road
Medina, OH 44256
T: 330-241-4975
Fax: 330-241-4976

EVENT DATES, TIMES & LOCATION

September 19-20, 2020

Friday, September 18 Set-up
Saturday, September 19
Sunday, September 20

EVENT TIMES

9:00 AM – 5:00 PM
9:00 AM – 5:00 PM
9:00 AM – 5:00 PM

EVENT LOCATION

Turtle Lake Village Park
227 Maple Street
Turtle Lake, WI 54889

EVENT FORMAT

Big Air Dogs®, Extreme Vertical®, Speed Retrieve™ competition & show schedule to be determined 6-8 weeks prior to event start date.

TERMS

This agreement is for the WISCONSIN COLORFEST and dates described for a period of One (1) year, with a first right opportunity for any Dock Diving canine attractions and/or features for 2021.

Total contract value:

- \$7,000.00 guarantee, for a total Organization and Operations Fee of \$7,000.00 (plus any applicable taxes)
- 2 N/S Double Bed hotel rooms (at a pet friendly hotel) within 15 miles of the venue are to be provided to DockDogs® event staff. One (1) room will be checking in on Thursday, September 17, 2020 and One (1) room will be checking in on Friday, September 18, 2020. Both rooms will check out on Monday, September 21, 2020. Rooms can be held under the name "DockDogs®" Hotel information to be provided to DockDogs Head office 30 days prior to event set-up date.

Terms of payment:

- 50% deposit (\$3,500.00) of fee due with return of signed contract (*non-refundable*)
- Balance of fee (\$3,500.00) to be paid on site **PRIOR** to the scheduled set up of the dock and pool for the event (September 18, 2020)
 - Outstanding balances remaining after 30 days will be charged a 15% interest fee

CANCELLATION

If the entire Event (all performances) are prevented or rendered impossible or infeasible by reason of any cause beyond the control of either the Host or DockDogs®, such as a cancellation of the entire Event for any reason which includes cancellation by strike or other labor condition or dispute, epidemic, civil disturbance, riot, insurrection, war (declared or undeclared) or armed conflict, an order or injunction of court or administrative body, or any other act or regulation of any public authority, act of God (including, but not limited to, inclement weather), or failure or restriction of any public or private utility, it is agreed that there shall be no claim for damages by either Host or DockDogs® and payment for DockDogs® services shall be modified to ½ of the total fee listed above (50% deposit) to cover associated operational costs and time served on the event coordination. If any portion of the performances is carried out, payment shall not be modified or reduced in anyway.

EVENT SPECIFICS

DockDogs® will organize and operate a canine aquatic® dock diving competitions as scheduled by agreement with the Host during the course of the WISCONSIN COLORFEST.

DockDogs® will provide:

- *Dock*
- *Pool*
- *PA equipment*
- *Event staging personnel*
- *Scoring / judging personnel*
- *Ribbons or medals, Rosettes* and other *Awards* for participants
- All necessary *administration supplies*
- DockDogs® will organize and register all competitors prior to and on-site during the event
- Prominent display of Event(s) on www.dockdogs.com
- DockDogs® will provide promotional materials and ad copy to Host for use in promotional activities; materials will be delivered at least 4 weeks prior to each event.

Host will provide

Physical Requirements:

- *Venue Footprint:* Approximately a *100 foot x 100 foot area* for pool and dock area; other space requirement outlined below. Competition configurations can be adapted to the venue's layout with prior approval. Additional requirements:
 - Ground surface for the pool must be level to within 6 inches over a 45 ft long and 25 ft wide area.
 - Bleachers and other seating (if YOU deem necessary): see below.
 - A judging area must be designated and clear approximately perpendicular at the 16 foot mark from the dock side of the pool and 40 feet back. Please refer to "Typical Footprint" for further clarification.
 - *Staging area* for competitors that is fenced or otherwise separated from the public and secure for dogs and crates and as described in detail below.
 - *Competition area* must be fenced or otherwise separated from the public for dogs actively competing. This area should be large enough to accommodate 15 dogs with ample space between the dogs.
 - Staging and competition areas mentioned above should be no further than 50 yards apart.
- An *adequate water supply* (approximately 27,000 gallons) to fill the large pool in a timely manner. The 40-foot pool can be filled within a half day if the event host is able to tap into a local hydrant with a hose. Another option would be to bring in multiple water trucks.

- An acceptable means of draining the pool in a reasonable time frame. Typically, the pool is simply drained directly on the ground. Other means such as pumping the pool needs to be specified and approved prior to the event.
- Host must notify DockDogs® as to the surface of the venue area. If DockDogs® determines that said surface is a possible “slip hazard” when wet, Host will be responsible to provide an additional “no-slip” surface throughout the venue (i.e. carpeting) and specifically any and all traffic areas for 15 feet around the pool.
- Adequate space for trailer, adjacent to the pool venue for DockDogs® Registration and Merchandise.
- *Additional 10' x 10' booth space* adjacent to the pool venue for 3 DockDogs® sponsors.
- *Bleachers* and any other spectator amenities necessary for the event will meet all local, state and federal regulations and is the sole responsibility of the host.
- *Power outlets* accessible near the venue site
 - Three separate circuits are required in order to isolate the judging equipment from power failures. Drops for power are required at the judges area (2 circuits), and at the DockDogs® registration / merchandise trailer.
- DockDogs® requires direct access to the pool venue for equipment trailer(s) and vehicles during Load-In and Load-Out.
 - A secure *parking space* adjacent to the venue area for the DockDogs® equipment trailer. The trailer may need to be on site up to a week prior to and after the event.
 - DockDogs® will need one full day prior to the event for Load-In and setup and will require a full day after the event for Load-Out. Other Load-In and Load-out requirements must be supplied in writing to DockDogs® at least 30 days in advance of the event.
- DockDogs® is responsible for notifying the host of any further equipment requirements within thirty (30) days of the event weekend.

Insurance Requirements:

- To the fullest extent permitted by law, DockDogs® agrees to indemnify, defend and hold host harmless from any and all claims, actions, costs, expenses, damages, fines, penalties, and liabilities, including reasonable attorneys' fees, arising out of or resulting from the Event(s), acts or omissions of each DockDogs®, their employees or other authorized agents.
 - Prior to the start of the Event(s), DockDogs® shall furnish host with certificate(s) of insurance evidencing that each maintains insurance policies with the coverage and minimum limits below, covering contractual liability under this agreement. Such policies shall be maintained until the Event(s) has been completed and finally accepted and may not be canceled without thirty (30) days prior written notice from the insurer(s).
 - Workers' Compensation, Including Statutory Employers' Liability Insurance (statutory); Comprehensive General Bodily Injury Liability Insurance, including Contractual (\$1,000,000 per person); Comprehensive General Property Damage Liability Insurance, Including Contractual (\$1,000,000 per accident; \$2,000,000 aggregate).

Promotional Requirements:

- When promoting DockDogs as a feature or attraction, Venue/Host agrees that the inclusion of DockDogs® logo, along with major DockDogs® sponsor logos and taglines, in newspaper, radio, television, web and other applicable media promotions for the DockDogs® competition promotions will be pre approved by DockDogs. For maximum impact DockDogs® has found that these should run at least one to two weeks prior to the event to achieve a minimum of 1,750,000 impressions. Major sponsors for DockDogs® are defined as their Title, Presenting, and or 3 Premium Sponsors.
- DockDogs® will supply the Host with necessary art work and photos for promotions run by the Host.
- All use of DockDogs® name(s), logos, or other devices related to the organization or events that are not supplied directly from DockDogs® must be approved by DockDogs® in advance of publication.
- Host will prominently promote their DockDogs® competitions on their website.

PROVISIONS or CONDITIONS

- DockDogs® retains the rights and ownership of all images and sounds of the DockDogs® competition & practice pool venue including photographs, video, audio and any other media not specified. Use of any such materials is prohibited without the express written consent of DockDogs®.
- DockDogs® agrees to provide available personnel to participate in publicity and promotional activities on-site during the dates of the event, and remotely via telephone prior to the event. These activities may include radio, television and newspaper interviews as scheduled by the event public relations staff.
- Host agrees to provide DockDogs® with appropriate electronic versions of logos and promotional materials for inclusion on the DockDogs® website (www.dockdogs.com); likewise, DockDogs® will provide same, as well as promotional photos, to host.
- Host must recognize that this event is open to all dogs, regardless of breed, size or sex. Handlers must be able to enter event gates and proceed unencumbered to the pool venue with their dogs.
- DockDogs® reserves the right to postpone or cancel any event or portion of an event should the DockDogs® personnel feel conditions are not safe for the handlers or the dogs. Instances of this might be, but are not limited to, severe weather, cold weather, electrical storms and / or equipment failure.
 - If such a cancellation should occur prior to the arrival of DockDogs® personnel to an event, the final 50% Operations Fee will be postponed and the event rescheduled to a mutually beneficial time. Should a cancellation occur after the arrival of DockDogs® personnel, the entire Operations Fee would be due and the event will be rescheduled to a mutually agreed upon time.
- Failure of either party to fulfill the agreements of this contract will result in forfeiture of all claims to monies or reimbursements

EVENT SPONSORSHIP

- DockDogs® reserves the right to display banners and other promotional items of any DockDogs® sponsors at the DockDogs® venue
- Should a DockDogs® sponsor conflict with an existing Host Title sponsor, DockDogs® may remove the banners and logos of this sponsor for this event only within the DockDogs Venue Area
- Host agrees to allow DockDogs® to sell DockDogs® merchandise during the course of the event, within the DockDogs® venue area only
- The acquisition and distribution of additional/new sponsorship monies by the Host which would be required to be serviced by DockDogs will be negotiated separately between Host and DockDogs®

INDEPENDENT CONTRACTOR

DockDogs® enters into this agreement as an independent contractor and assumes full responsibility for payment of all payroll, income taxes, social security taxes, workman's compensation and liability insurance relating to this agreement.

GOVERNING LAW.

This Agreement shall be deemed to be made under, and shall be construed in accordance with and shall be governed by, the laws of the State of Ohio. Venue for any legal proceeding, cause of action or suit arising out of or related to this Agreement shall exclusively lie with a court of competent jurisdiction in Medina County, Ohio, any legal proceeding, cause of action or suit arising out of or related to this Agreement shall be exclusively brought in any court of competent jurisdiction in Medina County, State of Ohio, and for this purpose each party expressly and irrevocably consents to the exclusive jurisdiction of said courts.

WE AGREE TO THE ABOVE TERMS AND CONDITIONS

Grant Reeves
C.E.O., DockDogs®, Inc.

Date

Karen Jenkinson
Village of Turtle Lake - Tourism

Date

Please SIGN and return TWO copies of this agreement with deposit payment to:

DockDogs®, Inc.
Attn: Grant Reeves
5690 Wolff Road
Medina, OH 44256
T: 330-241-4975
Fax: 330-241-4976

The law provides the village with the authority to inspect and audit an entity's records under sec. 66.0615(2)(a), Wis. Stats. I provided the statute language below. The village board would be the authority to discuss this and determine the next steps. Note: the Department is unable to distribute the sales and use tax or income tax information of a business or individual.

(2) As a means of enforcing the collection of any room tax imposed by a municipality or a district under sub. (1m), the municipality or district may exchange audit and other information with the department of revenue and may do any of the following:

66.0615(2)(a) **(a)** If a municipality or district has probable cause to believe that the correct amount of room tax has not been assessed or that the tax return is not correct, inspect and audit the financial records of any person subject to sub. (1m) pertaining to the furnishing of accommodations to determine whether the correct amount of room tax is assessed and whether any room tax return is correct.

66.0615(2)(b) **(b)** Enact a schedule of forfeitures, not to exceed 5 percent of the tax under sub. (1m) or par. (c), to be imposed on any person subject to sub. (1m) who fails to comply with a request to inspect and audit the person's financial records under par. (a).

66.0615(2)(c) **(c)** Determine the tax under sub. (1m) according to its best judgment if a person required to make a return fails, neglects or refuses to do so for the amount, in the manner and form and within the time prescribed by the municipality or district.

66.0615(2)(d) **(d)** Require each person who is subject to par. (c) to pay an amount of taxes that the municipality or district determines to be due under par. (c) plus interest at the rate of 1 percent per month on the unpaid balance. No refund or modification of the payment determined may be granted until the person files a correct room tax return and permits the municipality or district to inspect and audit his or her financial records under par. (a).

66.0615(2)(e) **(e)** Enact a schedule of forfeitures, not to exceed 25 percent of the room tax due for the previous year under sub. (1m) or par. (c) or \$5,000, whichever is less, to be imposed for failure to pay the tax under sub. (1m).

66.0615(3) **(3)** The municipality shall provide by ordinance and the district shall provide by resolution for the confidentiality of information obtained under sub. (2) but shall provide exceptions for persons using the information in the discharge of duties imposed by law or of the duties of their office or by order of a court. The municipality or district may provide for the publishing of statistics classified so as not to disclose the identity of particular returns. The municipality or district shall provide that persons violating ordinances or resolutions enacted under this subsection may be required to forfeit not less than \$100 nor more than \$500.