



OFFICIAL MINUTES
REGULAR MEETING

MEETING: Room Tax Commission
DATE/TIME: Monday, February 9, 2026 at 3:00 PM
LOCATION: Wausau City Hall — Council Chambers
407 Grant Street, Wausau WI, 54403

MEMBERS:
Michael Martens Tim VanDeYacht
(C)
Lisa Rasmussen Lindsey Lewitzke
Chad Henke

Members Present: Michael Martens, Lisa Rasmussen, Chad Henke, Tim VanDeYacht, Lindsey Lewitzke
Members Not Present:
Members Excused:
Present 5, Not Present 0, Excused 0

Noting the presence of a quorum, the Chairperson called the meeting to order at 03:00 PM.

1 Update from the Wausau/Central Wisconsin Convention & Visitors Bureau.

Time White, Executive Director at Wausau/Central Wisconsin Convention & Visitors Bureau, presented on the organization.

Rasmussen stated excitement for the continued use of data tools to help gather information for economic development and stated support for a 3-year contract due to those improvements. It was further stated that the increase of 5% funding needed to be discussed. Rasmussen stated that the cost of doing business has increased for all parties.

Martens questioned if the room tax allocation could shoulder the increase in funding.

Lewitzke stated that other municipalities had also increased their funding from previous years. It was further stated opposition to a flat 5% increase from the city of Wausau until the funding sources from the other municipalities are realized and utilized. Lewitzke stated support for an increase of 1% each year for a 3-year contract.

Rasmussen stated support for scaling the increase year over year due to potential flat room tax collections.

Martens requested a joint meeting with the Finance Committee to discuss a contract that includes a scaled-up approach on the dollar end.

2 Consideration of the minutes of the preceding meeting(s).

Motion by VanDeYacht, seconded by Henke, to approve all items outlined below. Motion Passed, 5-0.

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3 Discussion and possible action.

a. Partnership for Progressive Agriculture for the Alice in Dairyland Finale.

Rasmussen stated this focuses on agriculture and agricultural history, which is different from events which normally receive room tax allocations, and is a new event for partnership funding. It was further stated support for the allocation.

Motion by Lewitzke, seconded by Rasmussen, to approve the full amount. Motion Passed 5-

0.

b. Ironbull Inc. for Red Granite Grinder and Rib Mountain Trail Races.

Lewitzke questioned if the Wausau/Central Wisconsin Convention & Visitors Bureau commits money into Ironbull as well as other room tax allocations. It was further stated that the City of Wausau should not have to bare the brunt of the full amount of marketing for the event.

VanDeYacht questioned if this event keeps attracting repeat event goers and not expanding further. It was stated that the marketing for the event seeks to expand on event goers.

Rasmussen stated support for rider-focused events in general for the events to flow into other venues for better marketability of the greater area.

Motion by Rasmussen, seconded by Lewitzke, to approve the full amount. Motion Passed 5-0.

4 Discussion.

a. Preferences for receiving tourism grant summary reports.

Rasmussen stated support for an end of the year report on these.

Martens stated support for collecting the data.

5 Adjournment.

Motion by VanDeYacht, seconded by Henke, to adjourn. Motion carried. Meeting adjourned at 03:52 PM.

**The recording of this meeting may be viewed on
YouTube [@CityofWausauMeetings](#)**



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