



**OFFICIAL MINUTES**  
REGULAR MEETING

**MEETING:** Room Tax Commission  
**DATE/TIME:** Monday, April 27, 2026, at 4:00 PM  
**LOCATION:** Wausau City Hall — Council Chambers  
407 Grant Street, Wausau WI, 54403

**MEMBERS:**  
Michael Marens (C) Carol Lukens  
Tim VanDeYacht Lindsey  
(VC) Lewitske  
Tom Neal

Members Present: Michael Martens, Tim VanDeYacht, Lindsey Lewitzke, Tom Neal  
Members Not Present:  
Members Excused: Carol Lukens  
Present 4, Not Present 0, Excused 1

Noting the presence of a quorum, the Chairperson called the meeting to order at 04:01 PM.

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

*Without objection, this item was postponed to a future meeting.*

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

Motion by Lewitzke, seconded by VanDeYacht, to approve all items outlined below. Motion Passed, 4-0.

**February 9, 2026 Regular Room Tax Commission Minutes**

**3 Discussion and possible action.**

**a. Tourism Grant request from Taste N' Glow Balloon Fest for Taste N Glow Fest.**

Lewitzke stated support for granting the full requested amount, as it typically takes three years to get an annual event out of the start-up phase and this event was in its third year of occurrence in its current iteration.

VanDeYacht questioned previous year's funding and if the applicants had sent post-event evaluations that measured the value of the marketing campaign. VanDeYacht questioned if the event had differentiated itself from other similar events. The applicant stated various aspects that differentiated the event from other similar events.

Motion by VanDeYacht, seconded by Neal, to approve the grant amount of \$20,000. Motion Passed 4-0.

**b. Tourism Grant request from Hmong American Center for Hmong Wausau Festival.**

Motion by Neal, seconded by Lewitzke, to approve the grant amount of \$20,000. Motion Passed 4-0.

**c. Tourism Grant request from EAA Chapter 640 for AirVenture Cup Race.**

Lewitzke stated support as this event is different than a typical airport event as it causes the pilots to stay overnight in Wausau.

Martens stated this event specifically contributes to room tax as it causes the participants to stay in hotel rooms in the city.

Motion by Neal, seconded by VanDeYacht, to approve the grant amount of \$10,000. Motion Passed 4-0.

**d. Tourism Grant request from Wausau Events for Big Bull Falls Blues Fest.**

Martens stated that with a number of regional blues festivals shuttering, this was an opportunity to capture some of that lost regional market share.

Motion by Neal, seconded by VanDeYacht, to approve the grant amount of \$20,000. Motion Passed 4-0.

**e. Tourism Grant request from Central Wisconsin Offroad Cycling Coalition (CWOCC) for Sylvan Hill Bike Trail Maintenance.**

Lewitzke questioned how many events occur at the Sylvan Hill Bike Trail. It was stated there is an annual event and a number of individual group ride events. It was further stated that there are about 10,000 annual visitors to the area because of the bike trails.

VanDeYacht questioned the marketing plan for the Central Wisconsin Offroad Cycling Coalition. It was stated that there is a social media outreach campaign that networks among different mountain bike enthusiasts within the region and that Wausau is uniquely positioned to bring people in as the closest downhill trail to larger populations in the southern part of the state.

Motion by VanDeYacht, seconded by Lewitzke, to approve the amount of \$25,000. Motion Passed 4-0.

**f. Tourism Grant request from the City of Wausau for event portable security bollards.**

Lewitzke stated that there should be a longer-term solution for security bollards that would not be as labor-intensive and permanent. It was further stated concerns that this could increase the cost to operate with the Department of Public Works.

Martens stated other barrier options would have been significantly more expensive.

VanDeYacht questioned if this was the proper place for the funding source.

Neal stated that this was a relatively small investment and that there were applications beyond the downtown area for which these could be utilized.

Lewitzke suggested utilizing half of the proposed bollards this year to see if this is a feasible option for deployment.

VanDeYacht stated support for utilizing half of the proposed bollards to test the applicability.

Motion by Alderperson Neal, seconded by None, to approve the amount at 50% of the monetary ask. Motion Passed 4-0.

**4 Adjournment.**

Motion by Neal, seconded by VanDeYacht, to adjourn. Motion carried. Meeting adjourned at 04:43 PM.

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



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