REGULAR MEETING MINUTES
WASHTENAW COUNTY ACCOMMODATIONS ORDINANCE COMMISSION
4135 Washtenaw Ave., Ann Arbor, MI - Washtenaw County Learning Resource Center
TUESDAY, January 8, 2013 9:00 A.M.

Call to Order
Bill Nickels called the meeting to order at 9:07 A.M.

Roll Call
Nicole Hann called the roll.

Members Present: Shary Brown, Shari Faulhaber, Eric Helber, Bill Nickels, Chuck Skelton

Members Absent: Caroen Badge, Rolland Sizemore, John Staples

Others Present: Nicole Hann, Kelly Belknap, Mary Cortese

Election of Officers

Chuck Skelton seconded by Shary Brown nominate Bill Nickels as Chair. All in Favor. Motion carried.

Eric Helber seconded by Shari Faulhaber motion to elect Chuck Skelton as Vice Chair and Shary Brown as Secretary. All in Favor. Motion carried.

Approval of Minutes
December 4, 2012

Chuck Skelton seconded by Shary Brown motion to approve the minutes of December 4, 2012 as presented. All in Favor. Motion carried.

Citizen Participation

Kelly Belknap, Finance Director addressed the Board thanking them for their support during the transition of enforcement from the Treasurer's office to the Finance Director's office.

Communications
Ann Arbor Area Convention & Visitors Bureau, appointments
Ypsilanti Area Convention & Visitors Bureau, appointments

Shary Brown seconded by Eric Helber motion to receive and file the Communications as presented. All in Favor. Motion carried.

Kelly Belknap and Mary Cortese left at this time.

Transaction of Business
Old Business
None
New Business
None
Other Business
None

Treasurer's Report
None

Staff and Special Reports

Finance Report

2012 AOC Tax Monthly Financial Report as of November 23 2012

For the benefit of the new members, Bill Nickels discussed the history of the tax with regard to the recent increase from 2% to 5% being collected to the hotels and the increase from 5% to 10% being withheld by the County for enforcement. Nickels concluded the increase in the amount withheld by the County for collection leaves a surplus and per a contract amendment the surplus is to be returned to the CVBs this year.

Nicole Hann reminded the Board that the contract language specifies that:

Beginning in May, 2013, based upon the audit for calendar year 2012 when approved by the Board of Commissioners, the County shall continue to retain 10% of the proceeds for enforcement of the Ordinance, plus 10% of the remaining fund balance of the Ordinance Fund for the previous year(s); any funds remaining in the Ordinance Fund after such deductions shall be distributed to the Ann Arbor Area CVB and the Ypsilanti Area CVB in the same percentage as is allocated to these entities under their respective contracts with the County.

Hann discussed the plan for distributing indicating the County Finance Department will work very quickly to return the remaining funds. Another update will be provided at the March, 2013 meeting.

Shary Brown expressed her thanks to the Board of Commissioners, CVBs and County staff for their work in providing the necessary numbers and transparency.

Ypsilanti Area convention & Visitor Bureau Report - 2013 Marketing Plan
Debbie Locke-Daniel distributed and discussed the 2013 Marketing Plan. Locke-Daniel highlighted sales, the color Run, trade shows and web traffic and announced that all traffic was up and 2012 was a very good year. Locke-Daniel discussed the CVBs work with the Eastern Leaders Group and development projects and the new Ypsilanti Visitor's Guide, the rebranding work.

Debbie Locke-Daniel opened the floor to questions. Bill Nickels asked the CVB to discuss any negative feedback from the Unions with regard to the Right to Work Legislation. Both Mary Kerr and Debbie Locke-Daniel lead a discussion on the Unions and feedback.

Ann Arbor Area Convention & Visitor Bureau Report - 2013 Marketing Plan
Mary Kerr distributed and discussed the 2013 Marketing Plan. Kerr highlighted the increase in sales, tradeshows. Kerr further discussed the Pure Michigan Plan and the 2012 pilot where Ann Arbor was a national partner. Kerr is very happy with the program and they intend to continue in 2013. Kerr discussed an interactive application called augmented reality which allows tourist to explore destinations in real-time with a digital overlay. The CVB will be providing the database. The Board discussed 2012 highlights.

Mary Kerr opened the floor to questions.

Chuck Skelton seconded by Shary Brown motion to receive and file the Finance Report and the 2013 Ypsilanti and Ann Arbor Convention and Visitors Bureau Reports. All in favor. Motion carried.

Report of the Chair
None

Items for Current & Future Discussion
None

Adjournment – Next Meeting
Shary Brown seconded by Chuck Skelton motion to adjourn the meeting until Tuesday, March 5, 2013; 9:00 A.M All in favor. Motion carried.