

Sheboygan Area Room Tax Commission Meeting
November 6th, 2025, 12:00pm
Visit Sheboygan: 826 S 8th St, Sheboygan WI

OPENING OF MEETING

1. Roll Call

ITEMS FOR DISCUSSION AND POSSIBLE ACTION

2. Budget presentation and review from Visit Sheboygan.
3. Discussion and possible action on approval of Visit Sheboygan budget for 2025.
4. **ADJOURN**

In compliance with Wisconsin's Open Meetings Law, this agenda was posted in the following locations more than 24 hours prior to the time of the meeting: Town of Wilson office, Town of Sheboygan office, City of Sheboygan office, a copy was also sent to the Sheboygan Press.

MEETING MINUTES

Matt called the meeting to order at 12:02. Confirmed the meeting was posted per Wisconsin's Open Meetings Law at Town of Wilson office, Town of Sheboygan office, and City of Sheboygan office.

Roll call was performed. Present from the Room Tax Commission are Matt Fore (Town of Wilson), Jim Schwinn (Town of Sheboygan), Chris Kennedy (Wisconsin Bank & Trust), Gretchen Tillman (New American Funding), Austin Gruenke (City of Sheboygan), Michelle Moehring (Fairfield), Jeremy Udovich (short-term rental owner – Town of Wilson), and Dale Berger (Blue Harbor). Visit Sheboygan staff present include Amy Wilson, Valerie Johnson, and Janet DeVore. Visit Sheboygan board members Lori Helke and Bailey Kupfer.

Amy Wilson from Visit of Sheboygan reviewed the Annual Market Report and Budget Presentation. Valerie Johnson shared additional information on the Visit Sheboygan 2026 Budget.

Matt asked if anyone had additional questions regarding the budget and asked for a motion to approve the 2026 budget as presented. Michelle Moehring motioned, Chris Kennedy seconded. All voted aye, none opposed. Motion carries.

Motion to adjourn by Michelle Moehring, Chris Kennedy seconded. Meeting adjourn at 12:20.