

JOINT TOURISM COMMISSION AND HISTORIC PRESERVATION COMMISSION  
MEETING MINUTES - DRAFT  
VILLAGE OF NEW GLARUS  
11/13/2018

**PRESENT:** Tourism Commission: Brad Beal, Michael Bell, Kaye Gmur, Village President Roger Truttmann, and Eric Gobeli. Historic Preservation Commission: Chair Shaun Dow, Al Lienhardt, Kim Tschudy, Denise Anton-Wright, Bob Elkins (Township Rep.). Also present: Susie Weiss (Chamber of Commerce), and Administrator Bryan Gadow.

Selection of Meeting Chair: Kay Gmur nominated Village President Roger Truttmann to serve as Meeting Chair, second by Brad Beal. Motion carried.

Agenda: Motion by Kaye Gmur, second by Michael Bell to approve the agenda as presented. Motion carried.

Minutes: Motion by Brad Beal to approve the 3/2/2017 minutes, second by Kaye Gmur. Motion carried.

Presentation/Discussion: Historic Preservation Commission – Historic Considerations and Needs in the Village and potential for Increased Room Tax: Shaun Dow, representing the Historic Preservation Commission, provided a presentation (Copy Attached to these Minutes) with a recommendation that the Tourism Committee consider an increase in the room tax rate related to the Chalet of the Golden Fleece Museum (“Chalet”) and the Swiss Historical Village (“Swiss Village”). Shaun Dow reviewed the 2014 Historic Conditions Report for the Chalet (Copy Attached to these Minutes) and the five-year plans for the Chalet and Swiss Village (Copy Attached to these Minutes). Shaun Dow respectfully requested the Tourism Commission consideration of a two percent (2%) increase in the existing room tax rate (5%) to seven percent (7%) for 2019.

Shaun Dow provided an overview of the Village’s Room Tax Rate Ordinance, and its current allocation structure of ninety percent (90%) of room tax revenue passed along to the Chamber of Commerce. He noted that the room tax rate was last increased from three percent (3%) to five percent (5%) in 2009. Shaun Dow reviewed two proposed ordinance update options that would allow additional room tax revenue to be utilized to assist with operational budgeting for the Chalet and Swiss Village. He clarified that the Historic Preservation Commission’s proposal was not to adjust the current room tax revenue allocation to the Chamber of Commerce, but rather to provide additional revenue assistance to the Chalet and Swiss Village. He requested that if the Tourism Committee were to approve the increase in room tax rate to 7%, that it be effective on January 1, 2019.

Kaye Gmur stated that she was a proponent of increasing the room tax rate. She noted that it was important to keep the Chalet and Swiss Village up, as they brought visitors to the community.

Eric Gobeli stated that under State Statute, room tax revenue cannot be utilized for these types of operational or capital items, it can only be used for marketing efforts. Brad Beal concurred with this sentiment, but noted he would be more supportive if it were to be utilized for marketing efforts related to the Chalet and Swiss Village. Michael Bell provided a handout from the Wisconsin Hotel & Lodging Association (Copy Attached to these Minutes) describing what room tax revenue may be used for.

Kaye Gmur asked why three percent (3%) went back to the lodging establishments. Eric Gobeli noted it was for administrative costs associated with collecting the room tax fees.

Shaun Dow stated that the state law was a little vague, and the definition of promotion of tourism in a municipality does not specifically define a Chamber of Commerce as the only entity. He noted that helping the Chalet and Swiss Village does help overall tourism in the community, and that the Historic Preservation Commission is trying to find ways to help these entities.

Brad Beal stated that we need to look at the actual need, for marketing and promotion, and that it is up to the Chalet and Swiss Village to come up with their own operating budgets. Shaun Dow stated that he was open to additional discussion with the Tourism Commission on the proposal, after they had some time to consider it. Eric Gobeli stated that because he was not in favor of raising the room tax rate, did not mean that he was not supportive of the Chalet and Swiss Village. He stated that the room tax funds could not be used for putting a new roof on a building. Kaye Gmur stated that there was potential to increase marketing for both entities which would increase the users to both.

Eric Gobeli stated that he would like to see the figures on the room taxes collected over the past ten (10) years. Brad Beal asked what the Chamber's allocation of marketing funds for the Chalet and Swiss Village were. Susie Weiss stated she could research that, and noted that they help cross-promote events. Denise Anton-Wright stated that she is a member of the Swiss Historical Village Board, and confirmed that they do partner with the Chamber. She noted that challenge has been getting sufficient volunteers to allow them to be open seven (7) days a week.

Eric Gobeli noted that there are different tourists coming to the community, which are not as interested in historical elements. He asked how do we fix that. Shaun Dow stated that there is potential to launch a "New Glarus App" to provide interactive information, points of interest, sales, events, etc. Eric Gobeli asked how do we change the experience at the Chalet and Swiss Village.

Kaye Gmur stated she was still in favor of an increase in room tax for promotion of the Chalet and Swiss Village. Eric Gobeli stated that he would recommend that the Commission meet every three (3) months at the end of each quarter to get a more regular update on the room tax revenue collection.

Motion by Eric Gobeli, second by Brad Beal, to schedule another Tourism Commission meeting after the first part of February, and then every three (3) months after on a quarterly basis. Motion carried.

Motion by Kaye Gmur to increase the room tax by one percent (1%) from five percent (5%) to six percent (6%) for promotion of Village amenities. Motion failed for lack of a second.


Discussion: 2018 Chamber Report: Susie Weiss provided an overview of the 2018 Chamber budget and room tax expenditures. She noted the purchase of new Christmas wreaths, flowers in the barrels, and additional red benches. Susie Weiss described the issues with the maintenance of the Chamber's office in the Depot building, owned by the WI DNR. She noted that the Chamber set aside \$20,000 for Depot maintenance, and would like to get a match from the WI DNR. The Tourism Commission discussed the potential of the Chamber purchasing the building from the WI DNR. Susie Weiss noted that the Chamber spent more than \$70,000 on marketing in the past year.

Adjourn: With no further business, the meeting stood adjourned at 3:03 p.m.

Minutes taken by: Bryan Gadow, Administrator



## WHAT ARE THE CHALET'S NEEDS?



- THE CHALET OF THE GOLDEN FLEECE IS FACING SIGNIFICANT FINANCIAL NEED OVER THE NEXT 5 YEARS
  - A 2014 HISTORIC CONDITION REPORT WAS CONDUCTED
  - FROM THIS REPORT THE FOLLOWING PRIORITIES WERE IDENTIFIED FOR FOCUS OVER THE NEXT 5 YEARS:
    - TIMBER ENDS, BRACKET, AND RAFTER REPAIRS ESTIMATED AT \$15,000-\$16,000
    - BALCONY DECK ESTIMATED AT \$3,500
    - EXTERIOR PAINTING ESTIMATED AT \$8,000
    - ADDITIONAL WINDOW SCRAPING AND REPAINTING ESTIMATED AT \$2,000
  - THESE ITEMS ALONG WITH ROUTINE MAINTENANCE AND ADDITIONAL EXPENSES SUCH AS STAFFING, INSURANCE, UTILITIES, GENERAL OPERATION AND MORE AT THE CHALET ARE PROJECTED TO COST BETWEEN \$28,500-\$29,500

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## WHAT ARE THE HISTORIC VILLAGE'S NEEDS?



- THE SWISS HISTORIC VILLAGE IS LARGELY FUNDED BY PRIVATE DONORS; HOWEVER, LIKE THE CHALET SIGNIFICANT FINANCIAL NEEDS ARE ANTICIPATED OVER THE NEXT 5 YEARS
- THEIR REPORT SHOWS FINANCIAL NEEDS FOR THE FOLLOWING:
  - LOG COMMUNITY BUILDING REPAIRS TO LOG CHIMNEY SURROUND ESTIMATED AT \$3,500
  - PAINTING 10 OF 15 BUILDINGS (ROTATING SCHEDULE) ESTIMATED AT \$48,000
  - RE-SHINGLING 6 OF 15 BUILDINGS ESTIMATED AT \$50,000
  - REPLACING WINDOWS AND SMALL REPAIRS IN LOG CHURCH ESTIMATED AT \$8,000
- THESE ITEMS ALONG WITH ROUTINE MAINTENANCE AND ADDITIONAL EXPENSES SUCH AS STAFFING, INSURANCE, UTILITIES, GENERAL OPERATIONS AND MORE AT THE HISTORIC VILLAGE ARE PROJECTED TO COST APPROXIMATELY \$142,000

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## SO HOW CAN WE HELP?



WE WOULD LIKE YOU TO CONSIDER  
RAISING THE ROOM TAX RATE  
FROM 5% TO 7%

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## A LITTLE SWI\$\$TORY...



- THE HOTEL-MOTEL ROOM TAX ORDINANCE WAS ESTABLISHED IN 2000 AS CHAPTER 269 OF THE VILLAGE ORDINANCE
- IT WAS INCREASED FROM 3% TO 5% IN 2009 – THIS IS PER THE JANUARY 12, 2010 TOURISM COMMISSION MINUTES
- 90% OF THE PROCEEDS ARE DEDICATED TO PROMOTION OF TOURISM IN THE NEW GLARUS AREA
  - THE 90% IS CURRENTLY DIRECTED TO THE CHAMBER AS IT IS THE TOURISM ENTITY DESIGNATED BY THE VILLAGE TOURISM COMMISSION PER WI STATE STATUTES SEC. 66.0615
- 7% OF THE PROCEEDS ARE DIRECTED TO THE VILLAGE FOR ADMINISTRATIVE COSTS
- THE REMAINING 3% STAY WITH BUSINESSES COLLECTING THE TAX
- PAYMENTS/TRANSFERS ARE MADE QUARTERLY (FEBRUARY, MAY, AUGUST, NOVEMBER)
- INCREASING THE ROOM TAX HAS BEEN DISCUSSED AT MARCH 2017, MAY 2016, MAY 2012, NOVEMBER 2010, AND JANUARY 2010 TOURISM COMMISSION MEETINGS

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## THE NUMBERS...



### 2016 ROOM TAX COLLECTED\*

- \$77,735 COLLECTED
- ESTIMATED TOTAL TAXED REVENUE:  
\$1,554,700
- A 7% ROOM TAX RATE WOULD HAVE BROUGHT IN APPROXIMATELY \$108,829
- THIS IS AN INCREASE OF \$31,094

### 2017 ROOM TAX COLLECTED\*

- \$76,536 COLLECTED
- ESTIMATED TOTAL TAXED REVENUE:  
\$1,530,720
- A 7% ROOM TAX RATE WOULD HAVE BROUGHT IN APPROXIMATELY \$107,150
- THIS IS AN INCREASE OF \$30,614

\*SOURCE: [HTTPS://WWW2.REVENUE.WI.GOV/VAULTPUBLIC/PUBLISH/RT/REPORT.HTML](https://www2.revenue.wi.gov/vaultpublic/publish/rt/report.html) - FORM SL304

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# UPDATING DISTRIBUTION

Based on a 7% room tax rate and 2017 estimated taxable revenue



## PROPOSED NEW TAX DISTRIBUTION SCENARIO 1

- UPDATE ORDINANCE TO DIRECT 70% TO CHAMBER AND 20% TO HISTORIC PRESERVATION
- CHAMBER WOULD RECEIVE \$75,005
- HISTORIC PRES. WOULD RECEIVE \$21,430

## PROPOSED NEW TAX DISTRIBUTION SCENARIO 2

- UPDATE ORDINANCE TO DIRECT 75% TO CHAMBER AND 15% TO HISTORIC PRESERVATION
- CHAMBER WOULD RECEIVE \$80,363
- HISTORIC PRES. WOULD RECEIVE \$16,073

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# IMPACT

## MAJOR LODGING OPTION 1

- RESERVATION FOR TONIGHT
- STANDARD SUITE – 2 ADULTS
- RATE: \$110.00
- WITH CURRENT TAXES OF \$11.55 (10.5% COMBINED) – TOTAL FOR TONIGHT’S STAY WOULD BE \$121.55
- 5% ROOM TAX TOTAL IS \$5.50
- 7% ROOM TAX WOULD TOTAL \$7.70
- A 7% ROOM TAX WOULD MEAN A NEW TOTAL TAX % OF 12.5% WHICH WOULD INCREASE THE TOTAL TAXES FROM \$11.55 TO \$13.75
- NEW TOTAL FOR TONIGHT’S STAY WOULD BE \$123.75 INSTEAD OF \$121.55 - **AN INCREASE OF \$2.20**

## MAJOR LODGING OPTION 2

- RESERVATION FOR TONIGHT
- STANDARD KING – 1 ADULT
- RATE: \$80.00
- WITH CURRENT TAXES OF \$8.40 (10.5% COMBINED) – TOTAL FOR TONIGHT’S STAY WOULD BE \$88.40
- 5% ROOM TAX TOTAL IS \$4.00
- 7% ROOM TAX WOULD TOTAL \$5.60
- A 7% ROOM TAX WOULD MEAN A NEW TOTAL TAX % OF 12.5% WHICH WOULD INCREASE THE TOTAL TAXES FROM \$4.00 TO \$5.60
- NEW TOTAL FOR TONIGHT’S STAY WOULD BE \$90.00 INSTEAD OF \$88.40 - **AN INCREASE OF \$1.60**

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## IN COMPARISON...



Baraboo – 6%	Johnson Creek – 8%	Oshkosh – 10%
Beloit – 8%	Lacrosse – 8%	Sauk City – 6%
Brookfield – 8%	Lake Geneva – 5%	Stoughton – 6%
Dodgeville – 5.5%	Madison – 9%	Sturgeon Bay – 5.5%
Egg Harbor – 5.5%	Mineral Point – 5%	Verona – 7%
Fort Atkinson – 5%	Minocqua – 4%	

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## IN CONCLUSION...



WE WOULD LIKE YOU TO CONSIDER  
 RAISING THE ROOM TAX RATE  
 FROM 5% TO 7%  
 EFFECTIVE JANUARY 1, 2019

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A

VILLAGE OF NEW GLARUS



ADMINISTRATION DEPARTMENT

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MEMORANDUM

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**To:** Historic Preservation Commission Members  
**From:** Bryan Gadow, Administrator  
**Date:** July 31, 2018  
**Re:** Chalet of the Golden Fleece Museum - 5 Year Capital Project Projections

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Dear Commission Members,

At your July 2<sup>nd</sup> meeting, you asked the Chalet of the Golden Fleece Museum ("Chalet") to provide the Historic Preservation Committee with a five (5) year outlook of maintenance and capital related needs. Staff from the Chalet and I met on July 24<sup>th</sup> to discuss potential maintenance needs based upon the 2014 Historic Structures Report for the Chalet. This list of potential projects will assist in future grant applications.

We identified the following projects (with a priority ranking) and potential cost estimates for the next five years:

1. Timber Ends, Bracket, and Rafter Repairs (\$15,000 - \$16,000)
  2. Balcony Deck (\$3,500)
  3. Exterior Painting (\$8,000)
  4. Additional window replacements (\$2,000)
- Potential Project Total: \$28,500 - \$29,500**

As an aside, in June, I sent an advertisement to the local newspapers requesting contractors to submit cost estimates for repair projects at the Chalet. To date, I have not received any responses to that ad.

The above list is to assist you in discussions related to the Room Tax. Please let me know if you have any questions.

Sincerely,  
Bryan Gadow  
Administrator





B

September 2, 2018

To: Historic Preservation Commission Village of New Glarus

From: Board of Directors, New Glarus Historic Society

Re: 5-year Capital Project Projections

Dear Committee Members:

We have been made aware of your recent discussions regarding the room tax revenue and disbursements in New Glarus, as well as your review of capital expenditures for the Chalet of the Golden Fleece. As a result, we have prepared the following information for your consideration as you work towards making a recommendation for potential room tax changes.

The Swiss Historical Village, operated by the New Glarus Historical Society, includes 15 structures including a large shed and bathroom facility. Buildings are scheduled for painting on a rotating basis, with each building receiving attention approximately every 10 years., based on past practice. Likewise, the buildings have required roof replacement and/or repair approximately every 10-15 years.

Using our rotating schedule of painting and roofing as a reference, we estimate our capital project costs for 2019-2024 as follows:

Log Community Building (original structure) repairs to restore log chimney surround: \$3,500

Paint 10 of 15 buildings: \$48,000

Re-shingle 6 of 15 buildings: \$50,000

Window Replacements and Repairs in Log Church: \$8,000

Estimated Annual expenses related to maintenance, utilities, etc.: +/- \$6,500

[2017 totals include +/- \$4,500 for utilities (gas, light, water, sewer), \$73 for garbage service, \$335 for snow removal, \$315 for fire protection equipment, and \$1,324 for telephone]

Approximate expenses total for 5-years: \$142,000

The high cost of maintaining the Historic Village leaves few resources for outreach and advertising which is important to us, given the trend of the declining number of visitors we have observed in the past several years.

Thank you for considering this information in your discussions.

We would be happy to provide additional information, as needed.

C

The Hotel-Motel Room Tax Ordinance was adopted in 2000 as Chapter 269 of the Village Ordinance. Link to Section 269 is: <https://ecode360.com/9803926>

**1. Ordinance Section Related to disbursement of payments:**

§ 269-2 Imposition of tax.

**A. *Scope of tax.***

Pursuant to § 66.0615, Wis. Stats., a tax is hereby imposed on the privilege and service of furnishing, at retail, rooms or lodging to transients by hotel keepers, motel operators and other persons furnishing accommodations that are available to the public, irrespective of whether membership is required for the use of the accommodations. Such tax shall be at a rate of 5% of the gross receipts from such retail furnishing of rooms or lodgings. Such tax shall not be subject to the selective sales tax imposed by § 77.52(2)(a)1, Wis. Stats. [Amended 12-2-2008 by Ord. No. 08-10]

**B. *Use of tax proceeds.***

1. Ninety percent of the tax proceeds shall be used to promote tourism in the New Glarus area.
2. Seven percent of the tax proceeds shall be returned to the Village for administration costs.
3. Three percent of the tax proceeds shall be returned to the business collecting the tax.

**2. Process/Timing for Payment Collection:**

The lodging entities pay the Village the collected room tax on a quarterly basis. Per the ordinance above, they keep 3%, and forward the remaining 97% to the Village. The Village retains the 7%, and forwards the remaining 90% to the Chamber, as the Tourism Entity designated by the Village Tourism Commission per WI State Statutes Sec. 66.0615 (sec. 66.0615, Wis. Stats).

The Village makes disbursements in February, May, August, and November.

D

TOURISM COMMISSION MEETING MINUTES  
VILLAGE OF NEW GLARUS  
3/2/2017

At 9:00 a.m. it was noted that there was no quorum present. PRESENT: Brad Beal, Briana Lenzlinger, Village President Roger Truttmann, Kaye Gmur. Absent: Eric Gobeli. Also present: Susie Weiss (Chamber of Commerce), and Administrator Bryan Gadow.

2016 Chamber Report: As the members were waiting for a member to arrive for quorum, Chamber Director Susie Weiss provided the 2016 Chamber Report. Ms. Weiss noted that the Chamber received approximately \$58,000 in room tax funds in 2016. She highlighted various expenditures for marketing efforts, including television ads on Channel 27 and radio, which have provided a large return on investment. She also noted that \$5,000 will be spend on landscaping at the Welcome signs, and the new signs were donated by the New Glarus Brewery. Ms. Weiss also highlighted the successful wine walk that was held in February, with approximately 200 participants. She noted another one is planned for July by the William Tell Board. Brad Beal commended her on well-designed annual report.

Mike Nevil arrived at 9:13 a.m. Meeting was called to order at 9:13 a.m. by Village President Roger Truttmann, noting a quorum was now present.

Selection of Meeting Chair: Kaye Gmur nominated Briana Lenzlinger to serve as the meeting chair, second by Mike Nevil. Motion carried.

Agenda: Motion by Kaye Gmur, second by Mike Nevil to approve the agenda as presented. Motion carried.

Minutes: Motion by Brad Beal to approve the 5/24/2016 minutes, second by Kaye Gmur. Motion carried.

Appointment of Briana Lenzlinger to Tourism Committee: Motion by Kaye Gmur to appoint Briana Lenzlinger to replace Mike Nevil on the Tourism Committee, second by Brad Beal. Motion carried.

Acceptance of the 2016 Chamber Report: The consensus of the Committee was to accept the 2016 Chamber Annual Report as presented by Ms. Weiss.

Discussion: Room Tax Rate: Kaye Gmur recommended increasing the room tax rate by 0.5% to 5.5%. Brad Beal noted his concern with safety for fire access for Bed & Breakfasts and AirBnBs within the community. The Commission discussed receiving updated information from Staff on the number of current Bed & Breakfasts and AirBnBs to ensure they are inspected by the Fire Department and pay their required room tax amount. Mike Nevil stated he believed that the current room tax at 5.0% is good. Motion by Brad Beal to leave the room tax rate at 5.0%, second by Mike Nevil. Motion carried, with Kaye Gmur voting nay (2-1).

Discussion: Next Meeting: The Committee discussed receiving an updated list of Bed & Breakfasts within the community, to assist with Fire Department inspections.

Adjourn: Motion by Kaye Gmur to adjourn, second by Brad Beal. Motion carried. Time 9:20 a.m.

Bryan Gadow, Administrator

TOURISM COMMISSION MEETING MINUTES  
VILLAGE OF NEW GLARUS  
5/24/2016

Meeting was called to order at 2:00 p.m. by Village President Roger Truttmann. PRESENT: Mike Nevil, Coleen Bell, Brad Beal and Eric Gobeli. Absent: Kaye Gmur. Also present: Susie Weiss (Chamber of Commerce), Deb Carey (New Glarus Brewery), Mel Judd (Chamber of Commerce), Village President Roger Truttmann, and Administrator Bryan Gadow.

Selection of Meeting Chair: Brad Beal nominated Eric Gobeli to serve as the meeting chair, second by Mike Nevil. Motion carried.

Agenda: Motion by Mike Nevil, second by Coleen Bell to approve the agenda as presented. Motion carried.

Minutes: Motion by Brad Beal to approve the 7/31/2014 minutes, second by Coleen Bell. Motion carried.

2015 Chamber Report: Susie Weiss, Chamber of Commerce Administrator presented the annual report on the use of 2015 room tax money. For 2015 the Chamber received \$61,591.07 in room tax dollars and spent a total of \$72,135 for advertising and promoting. The additional \$10,544 spent on marketing came from the chamber festival revenue. Weiss added that the Chamber contacted with WI2go to have their visitor guides displayed at large festivals throughout the state for \$250. Mike Nevil asked how does the Village audit individual Bed & Breakfast establishments to ensure room tax is collected? Administrator Gadow indicated he would research the process and follow up with the Committee.

Discussion: Room Tax Rate: Mike Nevil stated he believed that the current room tax at 5.0% is good. Eric Gobeli noted that he was also comfortable with the room tax rate remaining at 5.0%. Motion by Brad Beal to leave the room tax rate at 5.0%, second by Mike Nevil. Motion carried.

Discussion: Next Meeting: Brad Beal indicated that he would like the Committee to meet twice a year. The Committee members agreed to plan to meet again in early November. Administrator Gadow would coordinate the scheduling of the November meeting. Mike Nevil indicated that he would like to come off the Tourism Committee and recommended the appointment of Briana Lenzlinger of the Chalet Landhaus to be appointed to the Committee in his place.

Susie Weiss reminded the Committee about the Chamber Marketing Meeting scheduled for May 25<sup>th</sup> at 9:00 a.m. at the Swiss Center.

Adjourn: Motion by Mike Neal to adjourn, second by Coleen Bell. Motion carried. Time 2:23 p.m.

Bryan Gadow, Administrator

**MINUTES ARE NOT OFFICIAL UNTIL NEXT SUBSEQUENT MEETING**

**TOURISM COMMISSION MEETING MINUTES  
VILLAGE OF NEW GLARUS  
5/24/12**

Meeting was called to order at 5:30 p.m. by Chair Jim Salter. PRESENT: Kaye Gmur, Brad Beal, Mike Nevil and Jim Salter. Absent: Marc Barnaby. Also present: Susie Weiss (Chamber of Commerce) Administrator Nicholas Owen.

Agenda: Motion by Brad Beal, second by Mike Nevil to approve the agenda as presented. Motion carried.

Minutes: Motion by Brad Beal to approve the 11/3/10 minutes, second by Mike Nevil. Motion carried.

2011 Chamber Report: Susie Weiss, Chamber of Commerce Administrator presented the annual report on the use of 2011 room tax money. For 2011 the Chamber received \$56,414.84 in room tax dollars and spent a total of \$57,962.71 for advertising and promoting. Brad Beal requested a further breakdown of the expenses and a report on revenue showing how much comes from each business. Motion by Brad Beal, second by Kay Gmur to accept the report as presented. Motion carried.

Discussion: Policy on Collection of Late Room Tax: Village staff put together a policy regarding the collection of late room tax payments. The policy calls for a call the first time the payment is on week late, a warning letter for the second late payment including the details on the late fees and the third late payment the late fee will be charged. Brad Beal asked if a hotel/motel license can be revoked for failure to pay room tax. Administrator Owen stated he did not know and that the late fee process is covered by the state statute regulating room tax. Overall the committee was satisfied with the late fee policy.

Consideration of Room Tax Fee: Motion by Brad Beal to recommend retaining the room tax rate at 5%, second by Mike Nevil. Kaye Gmur stated that she did some research and Dodgeville's room tax is at 5.5%, Stoughton's is 6% and Verona's is 7%. Gmur added that she felt it would be reasonable to raise room tax .5% - 1%. Mike Nevil stated he was opposed to raising the room tax because he feels it could cause corporate clients and bus groups to book elsewhere. The original motion by Brad Beal to retain the room tax at 5% carried with Kaye Gmur opposing.

Adjourn: Motion by Kaye Gmur to adjourn, second by Mike Nevil. Motion carried. Time 6:00 p.m.

Nicholas Owen, Administrator

**MINUTES ARE NOT OFFICIAL UNTIL NEXT SUBSEQUENT MEETING**

TOURISM COMMISSION MEETING MINUTES  
VILLAGE OF NEW GLARUS  
11/3/10

Meeting was called to order at 3:00 p.m. by Chair Brenda Siegenthaler. PRESENT: Brenda Siegenthaler, Mike Nevil and Jim Salter. Absent: Brad Beal. Also present: Susie Weiss and Dave Mosher (Chamber of Commerce) Eric Goebli and Administrator Nicholas Owen.

AGENDA: Motion by Mike Nevil, second by Jim Salter to approve the 11/3/10 agenda. Motion carried.

MINUTES: Motion by Brenda Siegenthaler to approve the 1/12/10 minutes, second by Mike Nevil. Motion carried.

Consideration of Room Tax Fee: Administrator Owen provided an update on the request from the Village board of using a .5% increase in the room tax fee to fund operations of the Chalet of the Golden Fleece and that the Village would still be in compliance with the state requirements for use of room tax. The committee reviewed a breakdown of how the Chamber used the room tax fee to date in 2010. Mike Nevil stated he is opposed to the increase and felt the better use is for the Village to work with the Swiss Historical Village on the long-term operations and moving the Chalet to the Historical Village. Motion by Mike Nevil to recommend keeping the room tax at 5%, second by Brenda Siegenthaler. Motion carried.

ADJOURN: Motion by Mike Nevil to adjourn, second by Jim Salter. Motion carried. Time 3:25 p.m.

Nicholas Owen, Administrator

TOURISM COMMISSION MEETING MINUTES  
VILLAGE OF NEW GLARUS  
1/12/10

Meeting was called to order at 6:40 p.m. by Acting Chair Brad Beal. PRESENT: Brad Beal, Mike Nevil and Jim Salter. Absent: Ken Engelke and Brenda Siegenthaler. Also present: Chamber of Commerce Administrator Susie Weiss and Administrator Nicholas Owen.

AGENDA: Motion by Jim Salter, second by Mike Nevil to approve the 1/12/10 agenda. Motion carried.

MINUTES: Motion by Mike Nevil, second by Jim Salter to approve the 10/14/08 minutes. Motion carried.

ROOM TAX REPORT: Committee reviewed a report detailing how room tax dollars have been spent in 2009. In 2009 the room tax was increased from 3% to 5%, producing and income of \$47,551.84. Of that total: \$27,600 was spent on marketing over 100 miles away, \$5,900 on marketing local or other, \$2,100 on websites, \$7,150 on mailing visitor guides and \$4,800 on salaries. The 2010 Visitor Guide's will also be available on the Chamber's website; hopefully this will help reduce the cost of mailing. Motion by Mike Nevil to keep the room tax at 5% for 2010, 2<sup>nd</sup> by Brad Beal. Motion carried.

ADJOURN: Motion by Jim Salter, second by Mike Nevil to adjourn. Motion carried. Time 6:55 p.m.

Nicholas Owen, Administrator

E

Form  
SL-304

## Room Tax Report

2016  
WI Dept of Revenue

Municipality				
Co-muni code 23161	Municipality	County GREEN	Due date May 01, 2017	Report type ORIGINAL

Section A: Room Tax Collection	
1. Room tax collected in 2016	\$77,735
2. Room tax rate imposed as of December 31, 2016	5.00 %
3. Did your municipality change your room tax rate during 2016 ?	N
4. If yes above, provide your municipality's prior room tax rate	null %

Section B: Room Tax Revenue Distributions	
1. During 2016, did your municipality forward room tax revenues to a tourism entity or commission for tourism development?	Y
2. List each tourism entity and commission that received room tax revenues from your municipality.	
Tourism Entity or Commission	Revenues Distributed to Entity or Commission
1 New Glarus Tourism Commission	\$72,609

Section C: Tourism Entity/Commission Members	
For each tourism entity and commission reported in Section B, you must provide member information including any related business entities.	
<ul style="list-style-type: none"> <li>• For a tourism commission - list each member</li> <li>• For a tourism entity - list each member of its governing body</li> <li>• Related business entity - includes a business the member owns, operates or is employed by. Select "None" to indicate the member has no related business entity.</li> </ul>	

1 New Glarus Tourism Commission		
First Name	Last Name	Related Business Entity
Eric	Gobeli	Swiss Aire Motel
Mike	Nevil	Chalet Landhaus
Kaye	Gmur	null
Colleen	Bell	null
Brad	Beal	null
Attachments:		
•		



# Room Tax Report

### Section D: Tourism Promotion/Development Expenditures

1. Of the room tax revenue forwarded for tourism promotion and tourism development, report all expenditures of \$1,000 or more made by a tourism commission and tourism entity.

To report your expenditures, you must:

- \* Attach an expenditure report as a PDF, and/or
- \* Enter each expenditure below

Note: These expenditures are provided to your municipality by a tourism entity and tourism commission.

Date	Recipient Name	Amount	Description (optional)
02/17/2016	New Glarus Chamber	\$14,292	null
05/18/2016	New Glarus Chamber	\$8,417	null
06/08/2016	New Glarus Chamber	\$2,949	null
08/17/2016	New Glarus Chamber	\$19,887	null
11/17/2016	New Glarus Chamber	\$22,297	null
12/08/2016	New Glarus Chamber	\$4,768	null

Attachments:

### Section E: 1994 Documentation

1. Did your municipality collect room tax on May 13, 1994?	N
2. You must attach (PDF files):	
Room tax ordinance in effect on May 13, 1994	
Municipality's financial statement closest to May 13, 1994 showing the percentage of room tax revenues retained by the municipality for purposes other than tourism promotion and development	

Form  
SL-304

# Room Tax Report

2016  
WI Dept of Revenue

Contact Information			
Contact name Lynne Erb	Contact title Clerk Treasurer	Contact phone (608) 527-5973	Contact email ngclerk@newglarusvillage.com

Comments
null

F

Form  
SL-304

# Room Tax Report

2017  
WI Dept of Revenue

Municipality				
Co-muni code 23161	Municipality VILLAGE OF NEW GLARUS	County GREEN	Due date May 01, 2018	Report type ORIGINAL

Section A: Room Tax Collection	
1. Room tax collected in 2017	\$76,536
2. Room tax rate imposed as of December 31, 2017	5.00 %
3. Did your municipality change your room tax rate during 2017 ?	N
4. If yes above, provide your municipality's prior room tax rate	%

Section B: Room Tax Revenue Distributions	
1. During 2017, did your municipality forward room tax revenues to a tourism entity or commission for tourism development?	Y
2. List each tourism entity and commission that received room tax revenues from your municipality.	
<b>Tourism Entity or Commission</b>	<b>Revenues Distributed to Entity or Commission</b>
1 New Glarus Tourism Commission	\$72,157

Section C: Tourism Entity/Commission Members	
For each tourism entity and commission reported in Section B, you must provide member information including any related business entities.	
<ul style="list-style-type: none"> <li>• For a tourism commission - list each member</li> <li>• For a tourism entity - list each member of its governing body</li> <li>• Related business entity - includes a business the member owns, operates or is employed by. Select "None" to indicate the member has no related business entity.</li> </ul>	

1 New Glarus Tourism Commission		
First Name	Last Name	Related Business Entity
Eric	Goebli	Swiss Aire Motel
Brianna	Lenzlinger	Chalet Landhaus
Kaye	Gmur	
Colleen	Bell	
Brad	Beal	

# Room Tax Report

**Section D: Tourism Promotion/Development Expenditures**

1. Of the room tax revenue forwarded for tourism promotion and tourism development, report all expenditures of \$1,000 or more made by a tourism commission and tourism entity.

To report your expenditures, you must:

- \* Attach an expenditure report as a PDF, and/or
- \* Enter each expenditure below

Note: These expenditures are provided to your municipality by a tourism entity and tourism commission.

Date	Recipient Name	Amount	Description (optional)
03/08/2017	New Glarus Chamber	\$11,632	
04/19/2017	New Glarus Chamber	\$2,644	
05/17/2017	New Glarus Chamber	\$8,144	
06/07/2017	New Glarus Chamber	\$730	
08/16/2017	New Glarus Chamber	\$15,565	
09/20/2017	New Glarus Chamber	\$3,704	
11/08/2017	New Glarus Chamber	\$23,721	
11/22/2017	New Glarus Chamber	\$632	
12/31/2017	New Glarus Chamber	\$5,385	

Attachments:

**Section E: 1994 Documentation**

1. Did your municipality collect room tax on May 13, 1994? N

2. You must attach (PDF files):

Room tax ordinance in effect on May 13, 1994

Municipality's financial statement closest to May 13, 1994 showing the percentage of room tax revenues retained by the municipality for purposes other than tourism promotion and development

Form  
SL-304

# Room Tax Report

2017  
WI Dept of Revenue

## Contact Information

Contact name  
Lynne R Erb

Contact title  
Clerk Treasurer

Contact phone  
(608) 527-5973

Contact email  
ngclerk@newglarusvillage.com

## Comments

## Project Directory

### Owner

Village of New Glarus  
Mr. Nic Owen, Administrator  
319 2nd Street  
New Glarus, WI 53574

### Curator

Mary Statz

### Friends of the Chalet of the Golden Fleece

Sandy Blum, Chair  
Shirley Lueschow Vice Chair  
Ruth Elmer, Secretary  
Peter Etter  
Amy Budsberg  
Doris and Dean Streiff  
Kim Tschudy

### Consultant Team

Charles J. Quagliana, AIA, NCARB – Preservation Architect  
1734 Sawtooth Lane  
Madison, Wisconsin 53719

### Structural Integrity, Inc.

Kurt Straus, P. E.  
7702 Terrace Avenue, Suite One  
Middleton, Wisconsin 53562

### Heritage Preservation Consulting, LLC

Peggy Veregin, Preservation Specialist  
225 N. Monroe Street  
Stoughton, Wisconsin 53589



Image 1.1

*Detail at window shutter*

# Chalet of the Golden Fleece Museum Historic Conditions Report

## Introduction

### Purpose

The purpose of conducting the research, observations and analysis for the Chalet of the Golden Fleece is to provide an opinion on the general condition, architectural integrity and possible rehabilitation of the property.



**Image 1.2**  
*Street view of the Chalet of the Golden Fleece*

Historic properties like the Chalet of the Golden Fleece provide substantial links to our past. They contribute to our understanding of the aesthetic, cultural and social values of an era. We find importance in buildings and places that convey historic information about architecture, historical figures and historical events. The Chalet of the Golden Fleece is potentially eligible for listing in the National Register of Historic Places. This designation would recognize its local and state significance as related to architecture and history.

## Historical Summary

### History

The Chalet of the Golden Fleece, built in 1937, is a replica of a Bernese Mountain Chalet. The architect, Jacob Rider won the Juror's Prize from the Yale University School of Architecture for the Swiss house plans he submitted to the 1933 Chicago Century of Progress. Rieder was the builder of the Chalet as well as numerous other homes in New Glarus.



**Image 1.3**  
*Construction of the Chalet 1937.*  
*Courtesy of the Friends Of the Chalet of the Golden Fleece*

## Chalet of the Golden Fleece Museum Historic Conditions Report

The Chalet's owner, Edwin Barlow, was a significant figure in New Glarus history. He was the Founder and original director of the Wilhelm Tell Play, an annual event/festival which continues to bring visitors to the Village of New Glarus. He was instrumental in shaping the community's strong ties to the homeland of the original settlers, Switzerland. Barlow was a world traveler and a professional collector.

He travelled around the world twice and crossed the Atlantic over 60 times, collecting as he went. In 1955 he donated the Chalet and his entire collection to the Village of New Glarus as a gift. The Chalet has been operating as a house museum since then. Barlow passed away in 1957.



**Image 1.4**

*The completed chalet.*

*Courtesy of the Friends Of the Chalet of the Golden Fleece*

### Observations

Observation and commentary offered here are based upon the condition assessments conducted on October 21, 2014. Preservation Architect Charles Quagliana reviewed the exterior elements, Kurt Straus, Structural Engineer, reviewed the structural components and Peggy Veregin, preservation specialist reviewed the interior.

The purpose of the limited condition survey was to assess and document the physical condition of readily accessible portions of the building and those that could be viewed from the ground. Elements open to view were observed, photographs taken, field notes were recorded. Architectural and structural elements were examined to identify their type and determine their condition. Methods were not overly invasive but some selective removal was done to examine the building fabric.

Overall the building was found to be in generally good condition, but with some significant deterioration and deferred maintenance items requiring repair or replacement.

### Site

The property slopes downhill approximately eight feet from 2<sup>nd</sup> Street to the rear of the property. The house fronts on 2<sup>nd</sup> Street with the side yard adjoining 7<sup>th</sup> Avenue. The property has been adequately maintained but features little landscape.



## Chalet of the Golden Fleece Museum Historic Conditions Report



**Image 1.5**

*View of the Chalet from 7<sup>th</sup> Avenue showing sloping site*

Rain and snow melt water generally flows away from the house towards the southeast, with the exception being the front side where grade at the side walk is slightly higher than that at the base of the front of the house. This condition traps water against the foundation wall on both sides of the entrance porch and at the north side porch. This provides an opportunity for moisture penetration into the basement walls and is evident at the basement walls within the mechanical room. This is further discussed in the structural portion of the report. At the rear or east side of the house the grade adjacent to the building is relatively level. Some storm water likely ponds here and also contributes to moisture penetration of the foundations and the basement.

Also contributing to moisture migration into the basement walls is the lack of storm water management at the downspouts from the roof. These typically empty at the base of the building, without run outs, allowing additional water to pond here and to find its way into the foundation walls.



**Image 1.6**

*Typical downspout without run out.*

# Chalet of the Golden Fleece Museum Historic Conditions Report

## House

The house is a simple and compact two story, wood frame design. The primary features are the front facing gable with broad roof overhangs, exposed beams, large balconies and the decorative moldings and trim. The house is built into the hill, in a traditional chalet configuration, with the downhill side of the basement exposed. Window boxes on the front façade add to the traditional chalet appearance.

This was a lesser occurring revival style of residential architecture in the early 20<sup>th</sup> century popularized by the book "The Swiss Chalet Book", Architecture & Building, from August 1912.

## Exterior

Although the exposed beams and brackets provide the look of squared timber construction, the building actually is standard early 20<sup>th</sup> century 2x4 frame wall construction. The timber brackets are simply attachments to the exterior walls provide the illusion of a timber structure. The beams and brackets found at the roof perimeter are structural.

## Roof

Gutters and downspouts are half round galvanized material, painted and with custom gargoyle decorative ends. The gutters are currently marginally functional as some sections are illogically placed, some sections too close to the roof edge and other sections nonfunctional due to improper slope and loose support brackets. The downspouts are round galvanized painted. All of the downspouts dump rain and snow melt water at the base of the foundation wall allowing water to migrate into the foundation walls and basement. Some of the downspouts show evidence of free up and have split.

The roof has 3-tab asphalt shingles in the range of 15-20 years old. They are beginning to loose granules and curl indicating they have just a few years of service life remaining before replacement is necessary. Moss and lichen are apparent on the north slope of the roof. These tend to accumulate in damp, shaded areas and aid in deterioration of the shingles and reducing the life of the roof.

Although the original roof surface material is not known for certain, the historic photographs available do appear to show a rather low profile, smooth shingle of varying color. It is probable that the original roof was asbestos-cement roof shingles, as these were available in multiple colors at that time.

There are areas of isolated deterioration at the soffit along the north roof edge. It appears that ice dams are allowing water to penetrate this area and cause wood deck deterioration. Water from the ice dams is also causing significant deterioration of the upper portion of the exterior wall at the north porch entrance, to the left of the door.



Image 1.7

*Partial view of the north slope of the roof*

## Chalet of the Golden Fleece Museum Historic Conditions Report

The rafter ends are exposed and are deteriorating. The end grain of the wood that is exposed absorbs moisture and this facilitates dry rot. Most rafter ends are in good to fair condition and repairable. A few, especially at the end rafter locations, are in poor condition and will require substantial intervention.



**Image 1.8**

*View of deteriorated rafter end (behind gutter)*

### Chimney

The chimney of the house is in generally good condition with some spalling of the stucco finish coat. This is caused by moisture penetrating the masonry behind the stucco, freezing and forcing delamination.

### Siding

The siding is in very good overall condition with some isolated areas of significant cupping and minor deterioration. The cupping is most noticeable on the west side of the building below the living room windows. This happens when the outside surface of the siding loses moisture and shrinks, but the inside face does not follow. This is caused by lack of adequate finish on the wood and resulting open grain absorbing moisture. As the siding cups it opens the joint to the next piece of siding possibly permitting rain water to enter the joint creating further issues.

In general the paint finish on the exterior of the Chalet is degrading. The paint is very thin in places and not providing adequate coverage for the wood. Paint degradation is usually limited to places exposed to the weather or to water. Areas that degrade the fastest are those exposed to the greatest amount of sun and rain, usually on the south and west sides of buildings. Areas under the shelter of roof overhangs or porches are in much better condition.

The original chalet revival details found on the exterior remain intact, including the lettering, and are in good condition.



**Image 1.9**  
*Cupping and open grain of siding on west façade of Chalet*

### Balconies

The balconies are one of the key picturesque elements of the house. Overall the railings, posts and roof framing of these are in good condition. The deck of the balconies is in fair to poor condition. The deck boards have deteriorated significantly on the east side and at the southeast corner. These areas are unsafe to walk upon. The railing tops at the south are weathered and in need of repair.

### Porches

The front and side porches both have issues. The concrete portions appear to be in good condition and functioning. All of the wood components are in need of attention. Many have been repaired or replaced previously. The deck boards and possibly the support members below are deteriorated and in need of at least partial replacement. The steps and railings are in fair condition and need repair. Handrails do not conform to current code.

### Timber ends/corbels

As previously noted, the exposed timber beams and corbels provide the look of squared timber construction. The exposed timber ends are decorative while the corbel log ends do support the edge rafters of the roof. The timber ends are in generally good condition. Many are loose and have been nailed in place as a temporary fix. Several of these timbers do have significant deterioration of the end grain and will need to be replaced. The corbels post a significant structural issue. These are discussed within the structural portion of this report.



**Image 1.10**  
*View of the south balcony*



**Image 1.11**  
*View of the deteriorated balcony deck at the east*

#### Foundation walls (exterior)

The exterior surface of the foundation (basement) walls is in good condition overall. This parging (over the stone masonry foundation) has numerous hairline cracks but is firmly attached. These walls are further discussed in the structural portion of this report.

#### Windows

All of the windows found in the house are casement type. These appear to be original and are well made, weather stripped units with good cam type interior hardware. The glass types vary from hand blow leaded bottle glass, collected by Barlow over a six year span, to full glass panes. All of the windows have exterior cap flashing. Most have wood storm windows.

## Chalet of the Golden Fleece Museum Historic Conditions Report

The window sizes vary from 8 to 6 to 4 pane units with moderate size muntins and mullions typical of the 1930s. The sash are in fair condition with deterioration at the lower rails and stiles typical as well as poor glazing of the glass. There is a general loss of paint finish both exterior and interior on most windows. The storm windows are in fair to poor condition with significant deteriorated paint finish and glazing.

All sills are in good condition with some level of minor deterioration of the surface related to paint and weathering.



**Image 1.12**

*View of a west facing storm window and window sill*

### Shutters.

The shutter and associated hardware are generally in good condition. Only three shutters were noted to need repair work and these are on the first floor.

### Doors

The wood front and side entrance doors appear to be original and are in good condition. These are serviceable and durable and have weather stripping and adequate hardware. The side porch door has a broken surface mounted interior lock. The screen doors at these locations are in good condition with minor screen repairs required. The second floor balcony door is also original and in good condition. This door scrapes the interior floor when opened but otherwise is survivable. The related screen door is in good condition. The rear door at the basement is not original (based upon the original drawings) but in good condition. It does have several deteriorated diagonal boards. It does not have a screen door.



**Image 1.13**  
*View of front door with screen door.*

#### Window boxes

The window boxes are a traditional element of the Chalet revival style of residential architecture. These were originally created to romanticize the picturesque alpine locations of the prototype chalets. The window boxes on the chalet are well built with galvanized liners and sturdy support brackets. These are in good overall condition with some deterioration due to age and weather exposure. The brackets appear to be functioning adequately.



**Image 1.14**  
*Front window box and bracket*

#### **Structural**

The building is generally wood framed stud and sheathing walls with shiplap or tongue-in-groove siding. The foundations are of rubble limestone masonry and mortar. The corners of the building are dressed

## Chalet of the Golden Fleece Museum Historic Conditions Report

with vertically stacked timber extensions fastened to adjacent wall studs to resemble traditional Swiss Chalet architectural style. The floor framing is 2x8 @ 16" centers. The framing of the floors is perpendicular to the front face of the home for each level of the two story portion; the framing is parallel to the front of the home for the first floor and attic floor of the kitchen and dining room section of the home. The building is situated on a lot that slopes down from front to back so that the basement level walks out on grade.

### Roof

The roof is framed with 2x6 framing at 16" on center. The framing is covered with 1x decking. The rafters are supported by interior and exterior wood framed walls. The roof rafter ends are tied with ceiling joists at the second floor gable and at the first floor sloped roof over the kitchen and dining. Long roof cantilevers were present on each of the six roof corners.

Leaking in the roof was noted in the attic over the kitchen. The leaking appears to have run down the underside of roof rafters to the wall of the side entry to the kitchen. This is likely the leak that has led to the damage in the wall at the kitchen side door entrance. This further describer below. The roof sheathing appeared to be in generally good condition; fair condition in the area of the leakage.



**Image 1.15**

*Deteriorate roof decking/soffit at side porch outside the kitchen*

Rafter ends along the roof gutters were somewhat deteriorated. A couple of ends were significantly deteriorated. Deteriorated roof sheathing along the gutter was also noted. It is assumed that cycles of splashing roof rainwater runoff and contact from melting ice and snow has led to this damage.

### Exterior Walls

The exterior bearing walls are constructed with 2x4 studs @ 16" centers covered with drywall sheathing on the interior and 1x sheathing on the exterior. We speculate that a thin coat of plaster was applied to the drywall to form the interior wall surface. A thin layer of insulation was noted along the exterior side of the cavity against the sheathing.

There was an area of damage noted on the exterior wall over and next to the exterior side entrance door to the kitchen. It appears that the damage was caused by the leaking roof in the attic trickling into the wall cavity. Significant damage was present in the studs, sheathing and siding in the wall. The area affected appeared to be approximately 20 square feet of wall surface. We were able to see inside the cavity and pull away sections of damaged wood framing.





**Image 1.16**  
*Deteriorated exterior wall at kitchen*

Four cantilevered roof corner locations and seven sidewall roof edge locations were supported by built-up stacked vertical wall brackets built in the Swiss Chalet architectural style. Another three roof corners (one at the kitchen and two at the north end of home) are supported with beams with diagonal braces to wood support columns.

The built-up vertical wall bracket stacks of timber are configured in incremented lengths to form a wood corbel reaching out to the edge of the roof. These stacked brackets are not performing well. In each of this bracket type, significant sagging was noted. Rotation was noted in the brackets, particularly at corners, as well as some separation in the joints in the stacked segments.

The 1x fir second floor veranda porch decking was deteriorated. Public access to this area should be restricted until repairs are made. The steel posts supporting the second floor balcony porch are obviously an addition. The steel posts supporting the balcony appeared to be quite slender. Their condition appears to be good; their placement is grandfathered (exempt from current codes and standards). They should remain in place until the balcony is repaired/replaced.

Portions of the built up stacked timber segment extensions are deteriorated. There is some concern that there may be deterioration in adjacent studs where water may have become trapped behind the timber blocks, particularly in lower areas of the walls.



**Image 1.17**

# Chalet of the Golden Fleece Museum Historic Conditions Report

## *Deteriorated end of timber extensions*

### Foundation/Basement Walls

Extensive efflorescence and moisture infiltration was noted on the foundation walls. There were many areas where plaster and paint coatings were delaminating and falling on the floor. There are likely ongoing delamination occurring on inaccessible surfaces behind finished walls and built-in shelving and casework. Extensive staining was present in the oak floors on the basement floor slab, also likely due to moisture infiltration or even seasonal condensation from moist air on colder surfaces. There may even be some deterioration concealed on bottom surfaces in the wood floors.



**Image 1.18**

*Signs of moisture migration through the basement foundation walls.*

There were also a few vertical cracks in the foundation walls. These cracks appeared to be minor and typical for unreinforced residential concrete foundations of this age.

### Floor framing

Some apparent settlement of an interior foundation wall was present near the center of the home, just below the antique porcelain tile stove/heater located in the dining room. This settlement appeared to be approximately 3/4" from the exterior wall to the wall next to the heater. Similar deformations were found in the wood framing of the first floor dining room and kitchen.

Some other floor deformations in both first floor and second floor framing were noted consistent with long term weight of walls on floor joist framing. Typical plaster finish cracking was noted in several areas attesting to the movements. Horizontal cracking noted in the stairwell is likely due to wood shrinkage in the rim joist between the basement stud wall and the studwall of first floor. Some bearing walls supporting roof and floor loads did not appear to run aligned from level to level suggesting that the floor joists in some cases are supporting roof loads. This would account for some of the deformations noted in the structure.

### **Interior**

The character of the interior is defined by the configuration of spaces and circulation, as well as the architectural and finish materials. The first floor plan is centered on the entrance hall and is characterized as a double-loaded corridor with the dining room and kitchen on one side of the hall, and the living room, bedroom and stairs to the second floor on the other side of the hall. At the second floor,

## Chalet of the Golden Fleece Museum Historic Conditions Report

the hall is U-shaped with a bathroom and three bedrooms extending from it. Character defining features include the plan of both the first and second floors; original floor, wall and ceiling finishes; built-in furniture and fixtures, wall, ceiling, door and window trim, and original lighting.



Image 1.19

*Historic image of interior of dining room.  
Courtesy of the Friends Of the Chalet of the Golden Fleece*

### Floors

The floors throughout the house are of wood although in many areas of the house, the floors have been covered with wall-to-wall carpet. Of those areas where the wood was exposed, the floor appeared to be in good condition. Areas of carpet were not removed to observe the condition of floors underneath. The floor in the kitchen is of non-original linoleum and the floors in the bathrooms are also linoleum.

### Walls

The walls throughout most of the house are of thin coat plaster over dry wall. The exception is in the living room which has walls of stained wood from floor to ceiling. The dining room also has elaborately ornamented walls of stained wood and paneling.

### Ceilings

The ceilings throughout the house are of thin coat plaster over drywall. The exception is again in the living room and dining room where each room exhibits stained wood at the ceiling. The living room has room-length, horizontal wood boards in a regular pattern. The dining room is more elaborate featuring geometric patterns in a deeply coffered ceiling.

### Doors and Windows

There are no interior windows. Interior doors, door trim and window trim are all of stained wood and in good condition.

### Trim, built-ins, lighting and other ornament

The first floor of the house is more heavily ornamented than the second floor. The living room features a fireplace with a wood surround, dentils at the top of the walls, and built-in wood cabinets. The dining room has a built-in buffet. The kitchen has a built-in eating nook. The bedrooms are much simpler although some do have book shelves or storage incorporated into the walls.

Original light fixtures are located throughout the house; more elaborate lighting is featured in the public rooms such as the entrance hall, living and dining rooms, and much simpler ceiling or wall fixtures characterize the kitchen, bathrooms and bedrooms. Wood baseboards, and surrounds are of stained

# Chalet of the Golden Fleece Museum Historic Conditions Report

wood except in the kitchen, bathrooms and bedrooms where it is painted.

## Insulation

Attic insulation was not observed in the attic of the house. Exterior wall insulation consists of a 2" layer of rock wool.

## Basement Moisture

Basement moisture levels appeared to be higher than expected. No actual measurements were taken but a certain dampness was apparent. Several dehumidifiers were noted in the basement. The stone foundation walls, and perhaps the floor slab, appear to be holding significant moisture. Some of this may be attributed to rain and snow melt water penetration and some likely from rising damp. Rising damp actually describes the movement of moisture upward through permeable building materials, such as the concrete floor slab and the stone foundation walls, by capillary action. This presence of excessive moisture can lead to building fabric decay and deterioration of museum collections.

## Mechanical, electrical and plumbing

The existing heating system consists of a newer gas fired furnace and a forced air system. This is equipped with air conditioning and an exterior dual fan condenser unit located on the 7<sup>th</sup> Ave side of the building. These appear to be functional at this time.

Electrical system is a 150 amp service with combination of old BX cable and newer Romex cable. A small panel board is located in the basement mechanical room. This is fed from an electrical meter and overhead service entrance on the east exterior wall. The service size, main panel, wiring distribution and receptacles are likely adequate for continued museum use. A security system is in place and functional.

The plumbing system is vintage 1937. The water supply is galvanized steel pipe. Waste piping is cast iron. Few modifications have been made over the years. Kitchen and bathrooms appear to be near original. Water heating is provided by a gas fired unit.

## Definitions

Excellent:	Near original condition, all items that can normally be repaired or refinished have been corrected. No functional inadequacies of any consequence evident.
Good:	Mostly intact, no obvious maintenance required, little deterioration, retains a high degree of utility and life expectancy.
Fair:	Badly worn, signs of wear and deterioration, much repair needed. Deferred maintenance obvious, shortened life expectancy.
Poor:	Worn out, badly damaged. Significant repair or replacement warranted, numerous functional inadequacies. Excessive deferred maintenance. At the end of useful life.

## Conclusions

### Character Defining Features

The National Park Service describes character defining features as those visual and tangible aspects of materials, features and spaces that give a building its visual character. The following qualities should be considered during an evaluation of character defining features: the shape of a building, setting, openings, roof and related features, projections, trim, materials, craft details, individually important space, interior

# Chalet of the Golden Fleece Museum Historic Conditions Report

features, surface materials and finishes, and exposed structural systems.

After construction was completed on the house in 1937 very few changes, to the interior or to architectural features, were made. The use of the house did not change over the entire ownership of the original owners. It stayed in residential use until the original owner donated it to the city of New Glarus for use as a museum. For these reasons, the general character, circulation and internal arrangement of rooms remain unchanged; the use of most rooms has not changed; and the interior finishes and decorative features remain. The interior retains a high level of integrity of both plan and finishes, and overall is in excellent condition. The original plan, features, and finishes should be retained to the greatest extent possible.

## Integrity

For the purposes of this report, the building's integrity has been evaluated based on the description of integrity as defined in the National Register Bulletin No. 16: Guidelines for Completing the National Register Nomination Form, 1991, which states: integrity must be evident through historic qualities including location, materials, workmanship, feeling or association. Historic integrity is the authenticity of a property's historic identity, evidenced by the survival of physical characteristics that existed during the property's prehistoric or historic period. Historic integrity is the composite of the following seven qualities: Location / Design / Setting / Materials / Workmanship / Feeling / Association

Not only must a property resemble its historic appearance, but it must also retain physical materials, design features, and aspects of construction dating from the period of significance. All seven qualities do not need to be present for eligibility as long as the overall sense of a past time and place is evident. **The overall architectural integrity of the Chalet is very high.**

## Recommendations

### General Recommendation

#### Stabilized Structure

Typically the first priority with an historic building is to stabilize the structure and protect it from further deterioration. In the case of the Chalet, the structure appears very stable and only remedial work is of any structural concern.

#### Weather Tight Building Envelope

Rehabilitation to secure the building envelope against the elements should be the secondary focus. This will require a substantial effort and significant funds. This work includes the roof, exterior walls, windows and doors and porches. The work here will include repairs to wood components and the addition of gutter and downspouts. Downspouts should tie into an underground drain tile system.

#### Historic Integrity

In performing the proposed work, it will be important to preserve original fabric and historic repairs to the greatest extent possible and bring existing historic elements into good working condition or provide an appropriate replacement. Careful disassembly of fabric and components should be accomplished in advance of comprehensive rehabilitation work so that original and transitional elements may be identified and documented. The use of appropriate rehabilitation methods and materials will extend the useful life of the building. All work should comply with the Secretary of the Interior's Standards.

## Chalet of the Golden Fleece Museum Historic Conditions Report

Dealing with these issues is a common activity in building rehabilitation and repair. Knowledgeable and experienced contractors are crucial for any successful construction project; they are even more crucial when the preexisting materials and structures are older, unique and/or sensitive, such as the case here. Well trained and responsible contractors minimize the risks for owners and occupants.

### Infrastructure

Once the building is stabilized and envelope has been secured against the elements, the next priority typically would be improved infrastructure to include mechanical, and electrical. At this time no improvements to the systems are anticipated except rework to accommodate an ADA toilet room on the first floor. The conversion to a tankless, demand water heater should be considered.

### Universal Accessibility

Making the Chalet accessible in a manner that respects historic integrity and design aesthetics will be a significant challenge. The goal is to make the building and exhibits within, accessible to the greatest extent possible by everyone, regardless of their age, ability, or status in life. This should include an ADA compliant ramp at the north entrance and an interior unisex toilet room.

### Hazardous Materials

Based upon the age of the buildings it is recommended that a Phase One hazardous material survey and analysis be performed prior to preservation, stabilization and rehabilitation. Any required mitigation of hazardous materials should also be complete before undertaking the preservation work. However, the repair, maintenance and preservation of historic structures often requires specialized sets of skills and knowledge about the proper methods and treatment of materials and details of construction.

### Energy Audit

Gaps between the foundation wall and rim joist, chimney flue and interior, utility entrances gaps and pockets around window frames and gaps at door frames are a concern. These should all be sealed to the extent possible. An energy audit provides the best way to identify air leaks as there may be significant leakage in this building.

### Specific Recommendations

Downspout extensions should be provided to direct water at least six feet away from foundation wall. Splash blocks at the ends of the leaders would diffuse exiting water. Grade adjacent to the foundation wall at the north, east and west should be sloped away at a 1/12 slope to provide positive water drainage and all downspouts should be provided with run outs of at least three feet.

Discharge from the downspout at the northwest corner of the garage should be directed into a small Protection from excess storm water coming down the bluff can be accomplished by a diversion berm in the west half of the property. Water should be directed away from the house toward the street. Since excavation would be

Preservation of existing components and materials to secure the building envelope against the elements should be the primary focus. These are the required to keep the building weather tight and to reduce energy usage.

It is recommended that the deteriorated wall at the kitchen side entrance be repaired. Siding, sheathing, insulation should be removed to access the studs. New studs should be placed sistered to the existing. New insulation, sheathing and siding should be placed. The new siding should match the surrounding original siding.

The deformations in the floor framing should be monitored with the exception of the area of the antique

## Chalet of the Golden Fleece Museum Historic Conditions Report

porcelain tile stove/heater in the dining room. For this area, it is recommended that the existing framing be supplemented with new reinforcement to control future movement and to make the floors and walls capable of safely supporting the weight of the unit.

It is recommended that the sagging brackets be shored and resupported with reconstructed brackets. The brackets can be built from reinforced wood blocking with tieback straps to stud wall top plates. Alternatively, the brackets can be fitted with a strong top section cantilevering out to the roof edge. This strong top section would need to be extended into the wall approximately 4 feet to offer sufficient anchorage resistance from the weight of at least two other rafters.



**Image 1.20**

*Sagging bracket at the southwest corner of the building*

Gutters should be replaced with large 7" half round galvanized gutters and 5" downspouts. All should be painted to match the Chalet. The existing gargoyle decorative end can be repaired and reused.

A complete new 3 tab fiberglass shingle roof with ice and water shield and associated flashing is recommended. Some replacement of roof decking at the roof perimeter is expected.

It is recommended that the damaged ends of the rafters and vertically stacked timber extensions can be repaired with epoxy or polyester resin filler reinforcement. The more significantly damaged ends can be repaired with a "Dutchman" type of repair. The repaired ends of the rafters should be flashed to prevent further damage.

Repairs to the chimney should be made before roof work is accomplished. Loose stucco should be removed and replaced. Openings in the chimney sides should be properly capped to minimize water intrusion into the masonry.

To protect the wood siding and extend the serviceable life, it should be scraped, repaired, primed and painted. Before painting, areas of damaged or rotted wood should be identified and repaired with either a new piece of wood to match existing, or if the area of repair is quite small, the wood can be stabilized with wood filler and sanded.

Portions of the decking at the second floor veranda porch found to be deteriorated should be removed and replaced. Timber beams below should be examined at this time to make sure there is not any concealed damage within the framing members. Proper flashings and sealants should be added to protect the wood face of the home.

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It is recommended that the front and side porches be repaired. This will require at least partial disassembly. Damaged wood framing should be replaced. Loose railings and posts should be reinforced or replaced.



**Image 1.21**  
*Deteriorated front porch steps*

To mitigate the excessive moisture in the basement, there are three options. The first is to do nothing and simply monitor the conditions on regular intervals over time. The placement of coatings on wall surfaces will not solve the moisture issues; the moisture in the walls will continue to cause applied coatings to delaminate from the stone walls.

If desired, moisture levels can be reduced. Option two would be to implement the regrading of the site as noted in the site discussion above. This would reduce, but not significantly decrease, the moisture issue.

The third and most costly approach would be the installation of perimeter drain pipes and water proof membrane on the north and west foundation walls and portions of the east and south foundation walls below grade. This system would guide water away from the stone walls and likely mitigate 75% of the basement moisture issues. This would require excavation along the entire perimeter of the building.

The remaining issue of rising damp through the floor slab may be mitigated in two ways. The least invasive would be to continue to use room dehumidifiers. A more aggressive solution would be to remove the basement concrete floor slab and place a moisture barrier and insulation below a new concrete floor slab.

Repair of historic windows is always the preferred treatment. Wood windows should be partially disassembled, scraped, repaired, primed and painted. Any areas of wood deterioration, especially at sills or trim, may be repaired with Dutchman repair or epoxy. All glazing compound should be replaced. Broken glass should be replaced. A similar treatment is required for all of the wood storm windows.

Three shutters require disassembly and repair while 6 require minor repairs or epoxy treatment. All should be repainted.

Doors require little work but should be scraped primed and painted.

All window boxes should be removed and evaluated. Brackets repaired as necessary, metal liners repaired



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and all boxes and brackets should be scraped primed and painted. Automatic watering systems at the second floor should be evaluated and reconnected.



*Image 1.22*  
Front entry lantern

End report: December 1, 2014

## APPENDIX

### Potential for Reuse

In general, house museums across Wisconsin are not thriving. Demographic and economic realities are significantly impacting the number of visitors to house museums in every community. In addition, decreased revenues and declining municipal budgets are straining museum resources while the costs of operations, especially staffing and energy use, are steadily increasing. Costs of operation and maintenance frequently far exceed the revenue generated.

As many communities evaluate their house museums, there are typically two directions to select from. Some organizations are seeking surrogate sources of revenue or endowment to perpetuate the museum for the community and to accomplish deferred maintenance. The key to this solution is to ensure that a revised business plan is feasible and an outstanding visitor experience is provided, otherwise the same issues will rise again within a short period time. The museum must also commit to meeting their responsibility to future generations by ensuring that collections will continue to be well managed.

Others communities are seeking an alternative path. Many are considering returning the properties to their original use as private residences. Some are evaluating potential repurposing of the buildings with a sympathetic use, such as an office. This can be accomplished through lease or sale of the property. In these scenarios two key issues arise. How to deal with the collection and how to ensure the public interest in historic preservation of the property is protected. Protection is typically achieved through protective covenants placed on the property. The disposition of the collection should be accomplished within the guidelines of the Museum Association.

## APPENDIX

### Opinion of Probable Costs

The following cost summary outlines preliminary opinion of probable costs for the rehabilitation of the Chalet of the Golden Fleece. The probable costs were developed based upon cursory field observations of conditions, review of the original architectural drawings, the scope of work proposed for rehabilitation and assumptions on labor and materials required to complete the rehabilitation work. All costs reflect 2014 cost factors with inflation to 2015.

General Conditions	\$ 15,000
Site work (repair, seed, landscape)	\$ 2,000
Foundation drainage/water proofing system	\$ 15,000
Timber ends and bracket repairs	\$ 42,000
Balcony deck repair	\$ 2,500
Porches/steps rebuild	\$ 6,000
New roof, sheathing repair and roof logs	\$ 25,000
Rafter end repairs	\$ 6,000
New gutters and downspouts	\$ 4,000
Repairs to kitchen wall	\$ 3,000
Ext. doors, shutters and windows rehab.	\$ 33,000
Reinforcing below heater in dining room	\$ 9,000
Exterior siding repair and repaint	\$ 7,500
New exterior ADA wood ramp	\$ 7,500
Interior rehabilitation for ADA restroom	\$ 25,000
Insulation	\$ 1,000
<hr/>	
<b>Construction Cost in 2014</b>	<b>\$203,500</b>
A/E fee (10%)	\$ 20,000
Construction contingency (15%)	\$ 30,000
Concealed conditions contingency (5%)	\$ 10,000
Inflation to midpoint 2015 (2%)	\$ 4,000
<b>Total Project Cost (2014)</b>	<b>\$267,500</b>

*The Opinion of Probable Construction Cost represents the Consultant's best judgment as a design professional. The Opinion is supplied only for the guidance of the Client. The Consultant has no control over the cost of labor and material, competitive bidding, or market conditions. The Opinion is based on Consultant's recent experience and adjusted to accommodate factors known to the Consultant at the*

## Chalet of the Golden Fleece Museum Historic Conditions Report

*time the Opinion is prepared. The Consultant does not guarantee the accuracy of the Opinion as compared to actual bids or cost to the Client.*



# How Can Room Tax Be Spent?

The portion of Room Tax revenue that is NOT retained by the municipality, in accordance with WI Statute 66.0615, must be spent on “tourism promotion and tourism development” (“TP&TD” for short). This guide was developed to assist Tourism Commissions, Tourism Entities, and any interested parties in determining if a proposed expenditure qualifies as TP&TD, in accordance with the Statute. A report on Room Tax expenditures by municipalities with a room tax must now be filed by May 1<sup>st</sup> each year with the State Department of Revenue. This report is available online to the public, making it more important than ever for decision makers to interpret the requirements correctly.

## **SIMPLIFIED METHOD TO DETERMINE ELIGIBILITY**

Asking the questions noted below, in sequence, will simplify your determination if a proposed expenditure will qualify as tourism promotion and tourism development in compliance with the law. All three must be answered in the affirmative to be eligible, as it is all packaged together in the statutory definition, which is shown below.

### **1. Is this expenditure reasonably likely to generate paid overnight stays in multiple lodging properties, with different owners, collecting and remitting the room tax in this municipality?**

- If there is only one lodging property, then it must still be reasonably likely to generate paid overnight stays in the one property.
- To determine if it is “reasonably likely”, most lodging properties would be a good resource to check as they track what generates overnight stays at their property.

### **2. Is this expenditure on something that is significantly used by transient tourists?**

- The state statute defines “transient” for this purpose as “any person residing for a continuous period of less than one month in a hotel, motel, or other furnished accommodations available to the public”. Thus, this basically means it must be significantly used by paid overnight guests at lodging properties.

### **3. Is the expenditure on a: Marketing project, Transient tourist informational service, or Tangible municipal development?**

- “Marketing projects” are noted in the statute to include “advertising, media buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motor coach groups”
- “Transient tourist informational service” again refers to the definition of “transient” noted above – which is paid overnight guests at lodging properties.
- “Tangible municipal development” provides the example of a convention center.

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Definition from WI Statute 66.0615:

*“Tourism promotion and tourism development” means any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment on which a tax under sub. (1m) (a) may be imposed, that are owned by different persons and located within a municipality in which a tax under this section is in effect; or, if the municipality has only one such establishment, reasonably likely to generate paid overnight stays in that establishment: 1) Marketing projects, including advertising media buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motorcoach groups. 2) Transient tourist informational services. 3) Tangible municipal development, including a convention center.*

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Provided as a service of the **Wisconsin Hotel & Lodging Association**. This is not intended to replace qualified legal counsel.  
For Wisconsin Room Tax resources visit [www.WisconsinLodging.org/roomtax](http://www.WisconsinLodging.org/roomtax)  
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