



# CITY OF APPLETON

## MEMORANDUM

**Date:** February 12, 2025  
**To:** Appleton Redevelopment Authority  
**From:** Kara Homan, AICP, Director of Community Development  
**Subject:** Exhibition Center Advisory Committee of the Appleton Redevelopment Authority

---

There are two (2) re-appointments needed to the Exhibition Center Advisory Committee of the Appleton Redevelopment Authority (named below) that are appointed by Chairperson Downs and approved by ARA. These are 2-year terms that will expire in January 2027.

Re-Appointment & ARA Approval of Community Member:

**Maria Van Laanen, Performing Arts Center**

Re-Appointment & ARA Approval of Hotelier:

**Ryan Batley, Best Western Premier Bridgewood Resort Hotel & Conference Center**

Below are two excerpts from the Creation Documents adopted by ARA on 12/3/2014 and amended on 4/12/2023:

### ARTICLE 2 – PURPOSE AND ORGANIZATION

**SECTION 1. Purpose** - The general purpose of the Exhibition Center Advisory Committee is to represent, inform, engage and make recommendations on behalf of the stakeholders in the greater Fox Valley about the Exhibition Center Project as well as operations and management of the Exhibition Center “Center”. The Committee shall strictly serve in an advisory capacity to the Appleton Redevelopment Authority (“ARA” or “Authority”).

**SECTION 2. Membership** - The Exhibition Center Advisory Committee shall include the following: one representative from each municipality collecting hotel room tax used in part to fund the exhibition center operations [appointed by the municipality], two (2) hoteliers collecting room tax used in part to fund the exhibition center [appointed by the ARA Chairperson and approved by ARA], two (2) community members residing within a community collecting room tax used in part to fund the exhibition center operations [appointed by the ARA Chairperson and approved by ARA], one (1) member of the ARA [appointed by the ARA Chairperson] and the Executive Director of the Convention and Visitors Bureau, or designee. The City of Appleton Community and Economic Development Director, or designee thereof, shall also be a non-voting, advisory member of the Committee. The Chair and Vice-Chair of the Committee shall be designated by ARA and shall serve one year terms that may be renewed at the discretion of ARA.

Committee members, with the exception of the Executive Director of the Convention and Visitors Bureau and City of Appleton Community and Economic Development Director, or designees thereof, shall serve terms of two (2) years ~~and may serve up to three (3) consecutive terms~~. However, upon establishment of this committee, the following shall serve an initial term of three years: (list half of the participating municipalities), one of the hotelier representatives and one of the community members.