

**RECORD OF PROCEEDINGS  
MINUTES OF THE SPECIAL MEETING  
OF THE TOWN COUNCIL OF THE TOWN OF FRISCO  
JUNE 12, 2020**

Mayor Mortensen called the meeting to order at :00 p.m. Town Clerk Deborah Wohlmuth called the roll.

**Present:** Andrew Aerenson  
Jessica Burley  
Dan Fallon  
Andy Held  
Hunter Mortensen

**Absent:** Rick Ihnken  
Melissa Sherburne

**Public Comments:**

Josh Leibowitz, the new General Manager at Hotel Frisco introduced himself.

**Mayor and Council Comments:**

Mayor Mortensen complimented staff and the business community on the Frisco Promenade.

**New Business:**

Agenda Item #1: Yiftee Agreement - Shop Local Campaign: Love Frisco, Stay Frisco Lodging Contract STAFF: NANCY KERRY 1) MAYOR OPENS PUBLIC HEARING 2) STAFF REPORT 3) PUBLIC COMMENTS 4) MAYOR CLOSES PUBLIC HEARING 5) COUNCIL DISCUSSION 6) MOTION MADE 7) MOTION SECONDED 8) DISCUSSION ON MOTION 9) QUESTION CALLED

At the June 1<sup>st</sup> Council meeting, Council approved a shop local campaign. The goal of the program is to promote shopping at local Frisco merchants and stimulate spending in the community through financial support from the Town. Town Council opted to not include lodging businesses in the initial Love Frisco, Shop Frisco program. At the June 9<sup>th</sup> Council Meeting, Town Council directed staff to return to the Council with information and ideas from local lodging businesses on how the Town of Frisco could support lodging businesses in a similar fashion. Staff invited local lodging businesses to a virtual meeting on Wednesday, June 10, 2020. These businesses recommended implementing a program like the Love Frisco, Shop Frisco e-gift cards and utilizing that same provider, Yiftee. Council directed staff to amend the contract to include lodging (excluding short term rentals). Mayor Mortensen opened public comment at 3:20 p.m. Frisco Inn and Snowshoe Motel spoke in support of a combined credit card versus multiple cards. There being no further public comment, Mayor Mortensen closed the public comment at 3:30p.m.

**MOTION: COUNCIL MEMBER BURLEY MOVED TO INCLUDE BRICK AND MORTAR HOTELS, MOTELS AND INNS LICENSED AS SUCH IN THE TOWN OF FRISCO SPECIFICALLY EXCLUDING SHORT TERM RENTALS AND SHORT TERM PROPERTY MANAGEMENT COMPANIES WITH YIFTEE FOR THE LOVE FRISCO, SHOP FRISCO**

**LOCAL CAMPAIGN, AUTHORIZING AN ADDITIONAL 25K. SECOND, COUNCIL MEMBER AERENSON.**

<b>AERENSON</b>	<b>YEA</b>	<b>FALLON</b>	<b>YEA</b>
<b>BURLEY</b>	<b>YEA</b>	<b>SHERBURNE</b>	<b>ABSENT</b>
<b>HELD</b>	<b>YEA</b>	<b>MORTENSEN</b>	<b>YEA</b>
<b>IHNKEN</b>	<b>ABSENT</b>	<b>MOTION CARRIED</b>	

**Adjourn:**

There being no further business, the meeting adjourned at 3:55 p.m.

Respectfully Submitted,

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Deborah Wohlmuth, CMC  
Town Clerk