

JOINT CITY/COUNTY TOURISM COMMITTEE AGENDA

DATE: FEBRUARY 21, 2023

TIME: 4:30 p.m.

PLACE: Rusk County Law Enforcement Center

CALL TO ORDER – Introductions if necessary.

APPROVAL OF MINUTES - Review minutes of last meeting.

COMMENTS FROM GUESTS, VISITORS.

1. Public Comment

DISCUSSION AND POSSIBLE MOTION

REVIEW BUDGET, APPROVE BILLS.

2. Budget review.

REVIEW BUILDING IMPROVEMENTS/OPERATIONAL ISSUES/STAFFING/HOURS OF OPERATIONS

3. Saturday hours

SAFETY CONCERNS

4. Policy for Safety of Employees

DISCUSS ADVERTISING/MARKETING ACTIVITIES

5. Advertising/Marketing Plans
 - Marketing Activities/Marketing Plan
 - Social Media (Photography and Website)
 - Grant Opportunities
 - Printing for Organizations update

PARTNER REPORTS

6. Chamber of Commerce Report – Andy Strom
7. NW-ITBEC Report – Kelly Brown

TOURISM DEVELOPMENT – ISSUES AND EDUCATION

8. Programming – experiential events and arts/culture activities
9. Arts/Culture/Historic
10. City Tourism Commission – Report if any
 - Discussion on recent meetings – actions taken regarding room tax
11. Upcoming/Completed education opportunities

NEXT MEETING DATE

ADJOURN