

JOINT CITY/COUNTY TOURISM COMMITTEE AGENDA

DATE: April 8, 2024

TIME: 3:00 p.m.

PLACE: **Visitor's Center**

CALL TO ORDER

TOUR OF TRAINS

APPROVAL OF MINUTES – Review/approve minutes of last meeting.

COMMENTS FROM GUESTS, VISITORS.

1. Public Comment

DISCUSSION AND POSSIBLE MOTION

REVIEW BUDGET, APPROVE BILLS

1. Budget review.

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

2. Visitor Center Update
 - a. Train Tours for School Age Children (3rd & 4th grades) with Ray Carlson
 - b. Additional Employee Hours During School Train Tours
 - c. ADA Sidewalk
 - d. Insurance for Train Tours
3. Update on Visitors Center Guides
4. Update on MOU with Rusk Area Chamber of Commerce
5. Update on Economic Development/Tourism Intern.
6. Update on Chamber of Commerce New Hire

DISCUSS ADVERTISING/MARKETING ACTIVITIES

7. Advertising/Marketing Plans
 - Marketing Activities/Marketing Plan
 - Social Media (Photography and Website)
 - Grant Opportunities

PARTNER REPORTS

8. NW-ITBEC Report

TOURISM DEVELOPMENT – ISSUES AND EDUCATION

9. Programming – experiential events and arts/culture activities
10. Arts/Culture/Historic City Tourism Commission – Report
11. Upcoming/Completed education opportunities
 - a. Governor's Conference Report

NEXT MEETING DATE

ADJOURN

At any time, a quorum of another County Committee or of the County Board may be present at the meeting to observe the proceedings, but no action will be taken except by those Committee Members for the stated Committee meeting and only on noticed agenda items.

Please Note: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals. For additional information, or to request this service, contact the Rusk County Clerk's Office; phone (715)532-2100.