

JOINT CITY/COUNTY TOURISM COMMITTEE AGENDA

DATE: February 10, 2025

TIME: 3:00 p.m.

PLACE: Visitors Center

CALL TO ORDER

APPROVAL OF MINUTES – January 13, 2025

PUBLIC COMMENT – Limit of 3 minutes per person with a maximum public comment of 30 minutes on agenda items only.

DISCUSSION AND POSSIBLE MOTION

- River Travel Media Proposal

REVIEW BUDGET

- Prepare Resolution for Designation of Continuing Appropriation Account for Donations to all aboard/boxcar program
- Update on Rusk County Comprehensive Plan

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

- Visitor Center Update
- Update on Visitor Center Guides / Brochure Updates
- Update on Economic Development/Tourism Report

DISCUSS ADVERTISING/MARKETING ACTIVITIES

- Marketing Activities/Marketing Plan/Advertising
- Marketing the Tony Rail Yard
- Social Media (Photography and Website) – Broadcast Media Review
- Grant Opportunities – Travel Wisconsin Grant Review

PARTNER REPORTS

- NW-ITBEC Report

TOURISM DEVELOPMENT – ISSUES AND EDUCATION

- Programming – experiential events and arts/culture activities
- Arts/Culture/Historic City Tourism Commission – Report
- Upcoming/Completed education opportunities
- WI Governor’s Conference on Tourism Attendees

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.