

# JOINT CITY/COUNTY TOURISM COMMITTEE AGENDA

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DATE: February 6, 2024

TIME: 3:00 p.m.

PLACE: LEC – Board Room

## CALL TO ORDER

**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.
2. Approval for 2025 Governors' Conference Budget

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

3. Visitor Center Update.
4. Approval for updating Visitors Guides at Visitors Center
5. Update on MOU with Rusk Area Chamber of Commerce
6. Update on Economic Development Position

## DISCUSS ADVERTISING/MARKETING ACTIVITIES

7. Advertising/Marketing Plans
  - WI Great Outdoors Campaign Event List
  - Marketing Activities/Marketing Plan
  - Social Media (Photography and Website)
  - Grant Opportunities/TIC Grant
  - Governors' Conference March 10<sup>th</sup>-12<sup>th</sup> at Lake Geneva

## 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

## 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.*