

JOINT CITY/COUNTY TOURISM COMMITTEE AGENDA

DATE: January 16, 2024

TIME: 4:30 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.

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

2. Visitor Center Update.
3. Update on MOU with Rusk Area Chamber of Commerce
4. Update on Economic Development Position

DISCUSS ADVERTISING/MARKETING ACTIVITIES

5. Advertising/Marketing Plans
 - WI Great Outdoors Campaign for 2024
 - Marketing Activities/Marketing Plan
 - Social Media (Photography and Website)
 - Grant Opportunities/TIC Grant
 - Governors' Conference March 10th-12th at Lake Geneva

PARTNER REPORTS

6. NW-ITBEC Report

TOURISM DEVELOPMENT – ISSUES AND EDUCATION

7. Programming – experiential events and arts/culture activities
8. Arts/Culture/Historic City Tourism Commission – Report
9. 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.