

JOINT CITY/COUNTY TOURISM COMMITTEE AGENDA

DATE: July 27, 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

CITY ROOM TAX

1. Increase in Room tax update

REVIEW BUDGET, APPROVE BILLS

2. Budget review.

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

3. New Hire Recruitment
4. Visitor Center Report
5. Visitor Center Employee changed from Westlake Employees to County Employee

DISCUSS ADVERTISING/MARKETING ACTIVITIES

6. Advertising/Marketing Plans
 - WI Great Outdoors Campaign
 - Marketing Activities/Marketing Plan
 - Social Media (Photography and Website)
 - Grant Opportunities
 - Reimbursement for Printing for Organizations

PARTNER REPORTS

7. NW-ITBEC Report

TOURISM DEVELOPMENT – ISSUES AND EDUCATION

8. Programming – experiential events and arts/culture activities
9. Arts/Culture/HistoricCity Tourism Commission – Report if any
 - Discussion on recent meetings – actions taken regarding room tax
10. 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.