

JOINT CITY/COUNTY TOURISM COMMITTEE AGENDA

DATE: July 9, 2024

TIME: 3:00 p.m.

PLACE: Small Conference Room

CALL TO ORDER

APPROVAL OF MINUTES – June 10, 2024

PUBLIC COMMENT – limit of 3 minutes per person with a maximum public comment of 30 minutes on Agenda Items only

DISCUSSION AND POSSIBLE MOTION

REVIEW BUDGET, APPROVE BILLS

- Budget review

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

- Visitor Center Update
- Update on Visitor Center Guides and School Tour
- Update on MOU with Rusk Area Chamber of Commerce
- Update on Economic Development/Tourism Report

DISCUSS ADVERTISING/MARKETING ACTIVITIES

- Advertising/Marketing Plans
 - Advertising Proposal with Trade & Industry Development
- Marketing Activities/Marketing Plan
- Rusk County Swag for the Register of Deeds Conference
- Social Media (Photography and Website)
- Grant Opportunities

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

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.