

# JOINT CITY/COUNTY TOURISM COMMITTEE AGENDA

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DATE: June 10, 2024

TIME: 3:00 p.m.

PLACE: Law Enforcement Center

## CALL TO ORDER

## APPROVAL OF MINUTES – May 13, 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
- Marketing Activities/Marketing Plan
- 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.*

Agenda prepared by C. Meyer, Clerk under the direction of Chair Phil Unterschuetz.  
Posted June 6, 2024 at 11 a.m.