

JOINT CITY/COUNTY TOURISM COMMITTEE AGENDA

DATE: June 6, 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. Room tax update

REVIEW BUDGET, APPROVE BILLS

2. Budget review.

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

3. Hiring Update
4. Saturday Hours Update
5. Visitor Center Report
6. Visitor Center Employee Job Description

DISCUSS ADVERTISING/MARKETING ACTIVITIES

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

PARTNER REPORTS

8. Chamber of Commerce Report
9. NW-ITBEC Report

TOURISM DEVELOPMENT – ISSUES AND EDUCATION

10. Programming – experiential events and arts/culture activities
11. Arts/Culture/Historic
12. City Tourism Commission – Report if any

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.