

JOINT CITY/COUNTY TOURISM COMMITTEE AGENDA

DATE: March 9, 2026

TIME: 3:00 p.m.

PLACE: Law Enforcement Center – Board Room

MEETING WILL BE ACCESSIBLE BY VIDEO CONFERENCE

To link with your computer video and/or audio: [Join the meeting now](#)

CALL TO ORDER

APPROVAL OF MINUTES – February 9, 2026

PUBLIC COMMENT – Limit of 3 minutes per person with a maximum public comment of 30 minutes on agenda items only.

DISCUSSION AND POSSIBLE MOTION

- Update on Draft Visitor Guides-Approval of Additional Funding for Overage
- Update on Visitor Center Maintenance Needs Including Exterior Painting and Roofing

REVIEW BUDGET

- Budget Reporting Form – Tourism and Economic Development

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

- Visitor Center Update
- Update on Economic Development/Tourism Report
- Update on CEDA Work with Rusk County

DISCUSS ADVERTISING/MARKETING ACTIVITIES

- Marketing Activities/Marketing Plan/Advertising
- Social Media (Photography and Website) – Broadcast Media Review

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
- Out of County Travel

NEXT MEETING DATE

ADJOURN

“Virtual attendees requesting public comment may submit their public comment in writing to the chair prior to the meeting and it will be read aloud by the chair in the meeting.”

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, County Clerk, L. Strop Chief Deputy under the direction of Chair Phil Unterschuetz.
Posted March 4, 2026 at 2:00 p.m.