

JOINT CITY/COUNTY TOURISM COMMITTEE AGENDA

DATE: May 13, 2024

TIME: 3:00 p.m.

PLACE: Law Enforcement Center

CALL TO ORDER

ELECTION OF CHAIRMAN (County)

ELECTION OF VICE-CHAIRMAN (City)

APPROVAL OF MINUTES – April 8, 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

1. Budget review.

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

2. Visitor Center Update
3. Use of Point and Pay at Visitor Center.
4. Update on Visitor Center Guides and School Tour.
5. Update on MOU with Rusk Area Chamber of Commerce
6. Update on Economic Development/Tourism Seasonal Position.

DISCUSS ADVERTISING/MARKETING ACTIVITIES

7. Advertising/Marketing Plans
 - Marketing Activities/Marketing Plan
 - Social Media (Photography and Website)
 - Grant Opportunities

PARTNER REPORTS

8. NW-ITBEC Report

TOURISM DEVELOPMENT – ISSUES AND EDUCATION

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