

JOINT CITY/COUNTY TOURISM COMMITTEE AGENDA

DATE: November 11, 2024

TIME: 3:00 p.m.

PLACE: Visitors Center

CALL TO ORDER

APPROVAL OF MINUTES – October 14, 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

- Consider separate account for all aboard/boxcar program
- Trade and Industry Development contract
- Campground online reservation marketing software

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

- Visitor Center Update
- Update on Visitor Center Guides
- Update on Economic Development/Tourism Report
- Approval of Contracting Painting Services for Visitor Center Building Exterior

DISCUSS ADVERTISING/MARKETING ACTIVITIES

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

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.