

JOINT CITY/COUNTY TOURISM COMMITTEE AGENDA

DATE: October 17, 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

REVIEW BUDGET, APPROVE BILLS

2. Budget review.
3. Update on Economic Development Position

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

4. Visitor Center Report
5. IT County/City Portion
6. Access to Website

DISCUSS ADVERTISING/MARKETING ACTIVITIES

7. Advertising/Marketing Plans
 - WI Great Outdoors Campaign
 - 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 if any
 - Discussion on recent meetings – actions taken regarding room tax
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.