

Regular December Richland Center Tourism Commission Meeting, December 4, 2023

The meeting was called to order by Chairperson Lenny Schaub at 4:00 pm.

Members present, Lenny Schaub, Dennis Fry, Karen Tepley, Christy Adsit and Candace Fagerlind

Dennis Fry made the motion to approve the minutes from the November Richland Center Tourism Commission, member Candace Fagerlind seconded that motion. The motion was unanimously approved by voice vote.

Tourism Grant Applications:

There were no Grant Applications to review.

Discussion and Action on the 2024 Travel Guide

Director Richards explained that the previous travel guide which was first produced in 2022 has been exhausted. This matched up perfectly with revising the guide and producing a new one for 2024. He received two quotes for producing the guide. The local quote from Xpress Printing would include printing only, would require additional expense for design, and was \$600 higher than the quote from LaCrosse Printing. With Xpress Printing there would also be ads in the guide to keep this cost and there is a strong desire to be ad-free. The LaCrosse Printing quote, including the design provided by local company Forward Digital Media came in at \$600 less with no ads, and more control over the design. Both quotes were for 2,000 copies, 24 pages, 4-color, 8-1/2" x 11".

Member Christy Adsit made a motion to approve LaCrosse Printing and Forward Digital Media as the creator and printer of the 2024 Greater Richland Area Travel Guide, member Fagerlind seconded that motion. A voice vote was held, Fagerlind-aye, Fry-aye, Tepley-aye, Adsit-aye, Schaub-aye. The motion unanimously passed.

Nomination and Election of Vice-Chairperson of the Richland Center Tourism Commission

Chairman Lenny Schaub explained that the Richland Center Tourism Commission is supposed to have a Vice-Chair of the Commission in case the Chair is not able to make it to conduct a regular meeting of the Commission. Therefore, an election would need to be conducted among the Commission to fill that position.

Chair Schaub opened nominations, member Fry nominated Christy Adsit for the position, and member Tepley nominated Candace Fagerlind for the position. A roll call vote was held, Schaub-Adsit, Fry-Adsit, Tepley-Fagerlind, Adsit-Adsit, Fagerlind-Adsit.

Member Christy Adsit was elected as the Vice-Chairperson of the Richland Center Tourism Commission.

Updates:

Director Richards offered a review of the goal and purpose of Greater Richland Tourism with the Commission membership. The stated goal is to bring awareness of the resources and attractions of the Greater Richland Area to potential guests who live within a 300-mile radius through marketing, branding, and communications to those potential visitors. Those efforts are to include print, social media, streaming, and broadcast advertising. It is also the

goal to grow Greater Richland Tourism as a county-wide destination marketing organization and market those attractions and tourism-related businesses near the county's borders.

The motion was made to adjourn the meeting by Christy, 2nd by Tepley. Motion Carried. The meeting was adjourned at 4:50 pm.