

Special February Richland Center Tourism Meeting, February 13, 2022

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

Members present, Bob Hirschy, Lenny Schaub, Dennis Fry, and Christy Adsit. Susan Fruit, was absent.

Tourism Grant Applications: The Driftless Area Deer Classic

Discussion: Director Richards explained the Driftless Area Deer Classic had applied for a \$1500 grant from Greater Richland Tourism. Member Christy Adsit asked about the width of attraction for the event. Director Richards explained from the application and his experience this an annual event that draws sportsmen, vendors, and speakers to Richland Center from a 3 state area including WI, Iowa, and Minnesota. The Richland Archery Club facilitates the event and has been since 1972. Director Richards mentioned that he attended last year to get some video and images for marketing purposes and the Richland Center Community Center was full due to this event with an estimated 300 to 350 in attendance. They also advertise this event across Wisconsin and Iowa using broadcast media and print media in many interest-specific magazines that circulate across Iowa and Minnesota as well as direct e-mail marketing to past attendees from the 3 state region.

Bob Hirschy made a motion to approve the Driftless Area Deer Classic Application, Dennis Fry 2nd the motion. A roll call vote was held: Schaub-Aye, Hirschy-Aye, Adsit-Aye, Fry-Aye.

Motion passed unanimously.

Motion was made to adjourn the meeting by Christy Adsit, 2nd by Dennis Fry. Motion Carried. Meeting was adjourned at 4:13pm.