

Regular January Richland Center Tourism Meeting, Monday, January 9, 2023

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

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

Motion by Dennis Fry, 2nd by Bob Hirschy to approve the November regular meeting minutes as provided. Motion carries.

Tourism Grant Applications: There were no new applications.

Gray Media/Streaming advertising discussion and action. Director Richards provided an overview of the estimated 2022 Fiscal Year for Greater Richland Tourism with estimated tax receipts for the 4th quarter and all 2022 payments disbursed showing a final balance of \$21,410. 32. (Final actual numbers are not available until 01/31/2023 when 4th quarter tax payments are received.)

At previous Commission meetings Director Richards has been sharing his education of the “Streaming” or “Over-the-top” advertising that is becoming very prevalent today with so many people utilizing WiFi streaming sources for their entertainment and information. With this information, Richards proposed that GRT begin the effort to use the streaming advertising method of “Over-the top” advertising through mobile and household devices which connect through wifi. Director Richards and Member Christy Adsit met previously with representatives of Gray Media for a detailed explanation of their advertising method. Richards also met with sales representatives from Murphy Morgan Media who also offer streaming advertising services. Murphy Morgan Media had one obstruction that prevented them from being a serious contender in that they could only stream content within approximately a 100-mile area. It has been well established that potential visitors to our area come from a 300-mile radius which includes SE Wisconsin, Chicagoland area, and Minneapolis/St Paul areas. MM Media cannot stream to those areas at this time.

Richards asked the RC Tourism Commission to commit \$5000 for the first 5 months of the year to ramp up that advertising and begin the process of streaming advertising. Member Fry questioned if that was enough to make it valuable, Director Richards mentioned there is no actual contract so there isn't a “break” for a bigger commitment, and this is only to get the effort started. There will very likely be an additional request for future dollars to expand or lengthen the commitment. This initial expenditure is to get us ramped up with content ready to go until we have final budget numbers for all of 2022 and a first-quarter experience for 2023. Member Adsit added she has experienced significant value in streaming marketing on her business side. Member Dennis Fry made a motion to authorize an expenditure of \$5,000 to begin the advertising campaign with Gray Media for the first 6 months of the year with an expectation there will be additional funds requested in the future. This motion was 2nd by Member Sue Fruit. Chair Lenny Schaub called for a roll call vote, Hirschy, Schaub, Fry, Adsit, and Fruit all voted “Aye”, no one voted nay. Motion carried.

Lamar Advertising. Director Richards discussed that we will pursue digital billboard advertising this year, however, not at the same level as in the past. Digital billboards are a wider brand marketing of the area, and valuable, however, we can be more targeted with the streaming marketing discussed earlier and we will put more emphasis to that marketing during 2023. Additionally, Richards mentioned we can gain agreement and get marketing up and running within a 2-week notice with digital billboards so we will discuss this outlay at an upcoming meeting.

Tourism Updates:

- **Additional Township Discussions:** Director Richards and Richland County Fairgrounds Coordinator Carla Doudna have done much work to shepherd a Richland County Universal ATV/UTV ordinance through to approval from the County Board and will now need to visit with most all of the Town Boards to discuss the adoption of that ordinance. This will dovetail nicely with sharing the room tax education with additional town boards as well.
- **Website/Branding/Logo:** Director Richards reported the new Greater Richland Tourism website is live and now all functions are through that website. We are also within a few days of final approval of a new GRT logo and Richards shared that with the Commission without any concerns.
- **2023 Wisconsin High School Rodeo and Parade:** Director Richards reported the dates have been set for the rodeo and parade for June 8-11 with the Rodeo and Dairy Days Parade set for the 10th. Director Richards mentioned that he has a conflict for the 10th of a wedding which is in Spain but he can get everything lined up prior to Saturday, he would only need help to step in and get the parade started. Chair Len Schaub explained that it would not be a problem to get help for this year to make that happen.
- **Canoecopia and the Governor's Council on Tourism:** Richards mentioned the annual conventions and conferences are scheduled for this spring. Canoecopia is March 10-12 in Madison, the GCOT is scheduled for Green Bay, March 12-14. Richards will have a booth at Canoecopia and is attending the GCOT.
- **Print Advertising:** Director Richards explained we have already begun with print advertising for 2023 with Milwaukee Magazine and Madison Edible Magazine. There has been first-hand accounts relayed regarding the benefit of this advertising and shows the need to utilize all forms of marketing.

There were no visitors present for comment.

Member Adsit made the motion to adjourn the meeting, member Hirschy seconded the motion.

The meeting was adjourned by Chairman Lenny Schaub at 4:45 pm