



OFFICIAL PUBLIC NOTICE

MEETING OF THE TOURISM COMMISSION

MONDAY, MARCH 09, 2026 AT 4:00 PM

MEETING ROOM OF THE DEPOT VISITOR CENTER AT 397 WEST SEMINARY STREET

WEBEX:

<https://cityofrichlandcenter.my.webex.com/cityofrichlandcenter.my/j.php?MTID=mcf11ae75c817c134e817041ee3cff7b8>

PHONE: Call 1-408-418-9388

ENTER MEETING NUMBER: 2550 587 0426# ENTER PASSWORD: 6428#

AGENDA

CALL TO ORDER *Roll Call for the meeting, determine whether a quorum is present; determine whether the meeting has been properly noticed.*

APPROVAL OF MINUTES

1. Approval of Regular January Meeting Minutes

MONTHLY BUDGET REPORT AND APPROVAL OF PAYMENTS

DISCUSSION AND ACTION ITEMS

DEPARTMENT REPORT

2. Gray Media Streaming Advertising Report for February
3. Greater Richland Tourism 501c3 Establishment Update

PUBLIC COMMENT *No action will be taken on any matter originating under this item.*

SET NEXT MEETING DATE *Typically the first Monday of every other month*

ADJOURNMENT

Posted this 6th day of March, 2026 by 4:30 PM.
Copy to the official newspaper the Richland Observer.

PLEASE NOTE: That upon reasonable notice, a minimum of 24 hours in advance, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service contact Ashley Oliphant, City Administrator at 450 S. Main St., Richland Center, WI. 53581 or call 608-647-3466. Notice is hereby given that the council members who are not members of this committee may attend this meeting so as to constitute a quorum of the city council. Any such council member attendance will be for information gathering, discussion, and/or related purposes and will not result in the direct decision making by the city council at the committee meeting. The City of Richland Center is an equal opportunity employer, provider, and lender.

Regular January Richland Center Tourism Commission Meeting, January, 12, 2026

The meeting was called to order by Commission Chairman Ron Fruit at 4:00 pm.

Members present are Ron Fruit, Jayme Walsh, Toni McCarvel, and Dennis Fry. Karin Tepley was absent.

Toni McCarvel made a motion to approve the meeting minutes from the November 15 meeting. Jayme Walsh seconded the motion, the motion carried unanimously.

November/December Bill Payment Approval:

The Commission reviewed the listing of bill payments for the months of November and December of 2025, Director Richards made the comment there were a couple of refunds back into the accounts due to non-delivery of glowsticks for the Canyon of Lights Parade. Richards was able to get refunds and the funds credited back to our credit card. There weren't any further questions from the Commission members. Dennis Fry made the motion to approve the payment report, Jayme Walsh seconded that motion. A roll call vote was held: Fruit-yes, Walsh-yes, McCarvel-yes, Fry-yes. Motion unanimously passed.

There were no Action Items**Department Updates****Gray Media Streaming Advertising**

Our streaming media advertising continues to be strong and our social media channels continue their growth in engagement and numbers of followers. With our 2026 budget we will begin streaming operations in Chicago and Minneapolis/St Paul markets on the first of March.

Canoecopia/Governor's Conference on Tourism

Director Richards updated that he will be attending Canoecopia, 03/12 – 03/15 and the Governor's Conference on Tourism 03/15 thru 03/17. We will staff a booth, along with staff from 12 Pines RC-Kayak rental, at Canoecopia. We have handouts and giveaways prepped to go. Richards has been asked to join a panel discussion at GCOT and speak on the efforts we have made to grow our marketing efforts in a rural county.

Establishing the 501c3 separate entity of Greater Richland Tourism

Richards also asked for a volunteer to join a work group in forwarding the effort to establish the new separate 501c3 Non-Profit entity. Dennis Fry volunteered and will work with the group of Brian McGraw, Weston Hanke, Drew Nussbaum, Mayor Todd Coppernoll and Director Richards to move this effort forward.

Next meeting and topics.

None offered

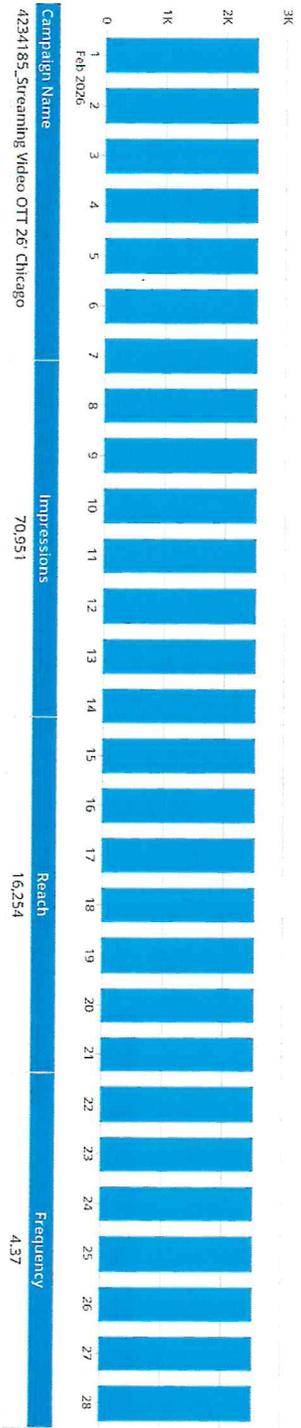
The motion was made to adjourn the meeting by Fry, 2nd by Walsh. Motion Carried. The meeting was adjourned at 4:33 pm.

GREATER RICHLAND TOURISM DIGITAL CAMPAIGN STREAMMING TV PERFORMANCE METRICS FEB 2026



Total Impressions	Reach	Frequency	Video Completion Rate
70,951	16,254	4.37	99.27%

Graph By
Day Week Month Quarter Year



Total Impressions – The total number of times your Streaming TV ad was shown to viewers – each time it plays. It counts as one impression.
Reach – The number of unique (different) viewers who saw your ad at least once during your Streaming TV campaign. Reach answers “how many different people saw our ad?”
Frequency – the average number of times each person saw your ad during your campaign.
Video Completion Rate – Video Completion Rate is a number out of 100%. It represents the percentage of viewers who watched your entire ad from start to finish. A high VCR means your ad is engaging, and people are sticking around! Our station goal is to keep you above 94%.



In Feb, we delivered your message to the select Chicago market nearly **71,000 times!**

Your video had a completion rate of **99.27%!!**

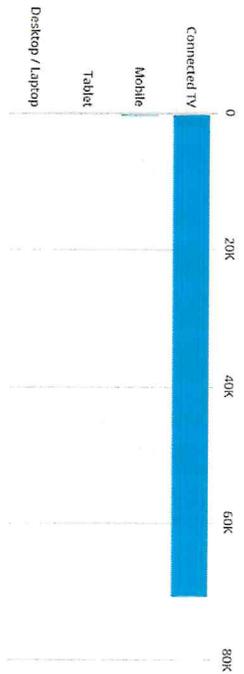
GREATER RICHLAND TOURISM DIGITAL CAMPAIGN STREAMING TV PERFORMANCE METRICS



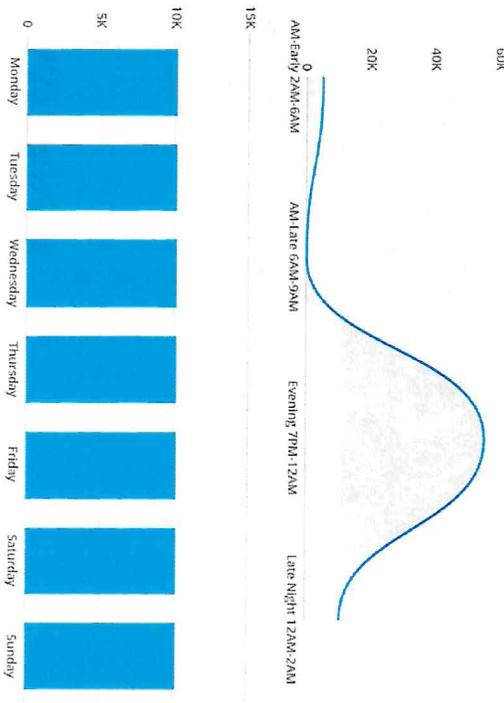
Impressions by Publisher Network

Publisher	Impressions
The Roku Channel	13,745
Tubi	11,349
Watchfree+	10,079
Pluto TV	7,685
Philo	3,074
Samsung TV Plus	2,784
Hulu	1,830
Paramount+	1,777
peacock_ax	1,771
Fox	1,163
Vizio	696
Samsung TV Plus iontv	478
Samsung TV Plus News	402
Paramount CBS	401
Vizio streaming Vizio streaming	399
The Roku Channel iontv	392
AMC	387
AMC LG TV	360
Plex	341
Scripts	285
Disney+	250
teevee_mobile	238
ABC WWSB	236
Fawosome	228
Samsung TV Plus ionmystery	206
The Roku Channel livetow	206
The Roku Channel ionmystery	194
Univision Now Univision	191
Samsung TV plus AMC	180
watchfree	179

Impressions by Device



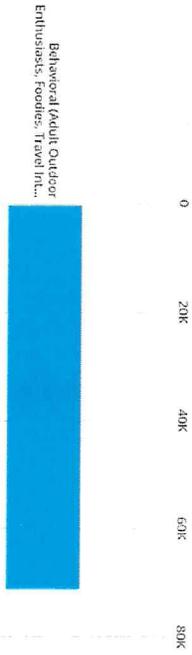
Impressions by Daypart & Day of Week



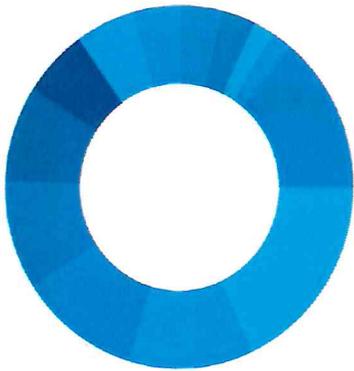
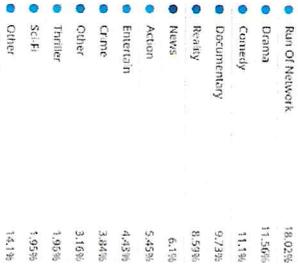
GREATER RICHLAND TOURISM DIGITAL CAMPAIGN STREAMING TV PERFORMANCE METRICS



Impressions by Target Audience & Content Channels



City	Zipcode	Impressions
CHICAGO TOTAL		61,614
EVANSTON TOTAL		5,094
Cook	60657	2,301
COOK TOTAL		2,301
WILMETTE TOTAL		1,274
Lincolnwood	60712	668
LINCOLNWOOD TOTAL		668
GRAND TOTAL		70,951



GREATER RICHLAND TOURISM WEBSITE ANALYTICS JAN-FEB 2026



Page Detail	Views
/tourism	1,824
/tourism/calendar	472
/tourism/page/2026-driftless-area-deer-classic	396
/tourism/page/driftless-area-deer-classic	312
/tourism/page/150th-annual-masopust-2-day-dance	300
/tourism/page/eagle-cave-resort	246
/tourism/page/ocooch-mountains-richland-county	206
/tourism/page/local-experiences	194
/tourism/page/lodging	191
/tourism/page/main-events	168
/tourism/page/away-place	165
/tourism/page/day-trips-agritourism	122
/tourism/page/haunted-cave-eagle-cave-0	113
/tourism/custom-contact-page/tourism-contact-information	92
/tourism/page/pier-county-park-rockbridge	88
/tourism/page/27th-annual-lee-lake-fisheriee	85
/tourism/page/starlite-motel	79
/tourism/page/outdoor-exploration auditorium	78
/tourism/page/ramada	76
/tourism/page/richland-center-history	75
/tourism/page/fireside-campground	73
/tourism/page/our-history	69
/tourism/page/2025-muscoda-morel-mushroom-festival	67
/tourism/page/richland-center-winter-market-1	66
/tourism/page/symons-recreational-complex	64
/tourism/page/2025-driftless-area-deer-classic	63
/tourism/page/franks-hill-effigy-mounds	62
/tourism/page/richland-centers-rotary-lights-park	62
/tourism/page/2026-richland-county-fair	61
/tourism/calendar/month/2026-02	60

9,444



In 2026 (Jan-Feb) we have measured that there have been **9,444** website pageviews JUST to your tourism pages!!



GREATER RICHLAND TOURISM WEBSITE ANALYTICS JAN-FEB 2025

Page Detail	Views
/tourism	1,577
/tourism/page/eagle-cave-resort	457
/tourism/calendar	388
/tourism/page/2025-driftless-area-deer-classic	385
/tourism/page/driftless-area-deer-classic	349
/tourism/page/lodging	292
/tourism/page/local-experiences	245
/tourism/page/main-events	228
/tourism/page/preserved-efigy-mounds	197
/tourism/page/day-trips-agritourism	179
/tourism/page/pier-county-park-rockridge	139
/tourism/page/ocooch-mountains-richland-county	133
/tourism/page/muscoda-morel-mushroom-festival	121
/tourism/custom-contact-page/tourism-contact-information	107
/tourism/page/ana-way-place	103
/tourism/page/richland-center-winter-market-0	103
/tourism/page/starlite-motel	102
/tourism/page/outdoor-exploration	98
/tourism/page/25th-annual-lee-lake-polar-plunge	88
/tourism/page/hoogledown-music-festival	85
/tourism/page/2025-euclire-night-branding-iron	78
/tourism/page/hub-city-dirt-drags	78
/tourism/page/little-cabins-pine	77
/tourism/page/recreational-trails-atv-utv-routes	77
/tourism/page/ad-german-warehouse-designed-frank-loyd-wright	76
/tourism/page/24th-annual-caz-turkey-busters-fisherie	75
/tourism/page/lee-lake-polar-plunge	72
/tourism/page/part-view-inn	71
/tourism/page/richland-center-history	70
/tourism/page/front-porch-comedy-show	69
/tourism/calendar/month/2025-03	67
/tourism/page/ridge-valley-hospitality	63
/tourism/page/ramada	61
/tourism/page/richland-county-history	60

10,454



In 2025 (Jan-Feb), we have measured that there were **10,454** website pageviews JUST to your tourism pages!!