

To join remotely on Microsoft Teams

join/19%3ameeting_YzhiNDk4MWMtYTMxOS00NDRkLTkyMTYtZWQ2N2Q0Y2NhMWU2%40thread.v2/0?context=
%7b%22Tid%22%3a%2214038f70-880a-4544-99f2-5408da444e94%22%2c%22Oid%22%3a%22de4acf0c-a016-
4bef-a777-2688f84b7755%22%7d>

Passcode: TA6Xr6Xi

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

1. Approval of May Meeting Minutes

2. May/June Bill Approval

3. Discussion and possible action extending our agreement with Gray Media

4. 2024 Year in review

5. Updates: Hub City Dirt Drags, Diary Days and Rodeo Parade, Dairy Breakfast, Pine River, CrossCurrents Heritage Event

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

SET NEXT MEETING DATE *First Monday of the Month*

Posted this DD day of MONTH, 20YY by 4:30 PM.

Copy to the official newspaper the Richland Observer.

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Regular May Richland Center Tourism Commission Meeting, May 5, 2025

The meeting was called to order by Commission Chairman Ron Fruit at 4:05 pm.

Members present Ron Fruit, Jayme Walsh, Karin Tepley, and Dennis Fry arrived shortly after the meeting started. Toni McCarville was absent.

Director Marty Richards stated that the meeting was properly noticed according to open meetings law, and a quorum was present.

Karin Tepley made a motion to approve the meeting minutes from the April 7, 2025, meeting and Dennis Fry seconded the motion carried unanimously.

Public Comment: There was no public comment raised.

Quarterly Expenditure Report

April Payment Report -This report will be provided to the Commission for review with questions and/or explanation permitted. The expenditures are approved by the Budget and Finance Committee and forwarded to the City Council for final approval.

Discussion and Possible Action Items

Director Richards provided an overview of the Tourism Goals 2022 which is when he started.

Several concerns and ideas were discussed. Why do marketing outside of Richland County on social media, suggestion to develop a written criteria for choosing the entities we do marketing for, how to reach out and expand events that we would consider giving grants to - possibly opening up the grants to for-profit entities were several topics discussed. Discussion only - No action taken.

Department Updates: Director Richards offered several updates:

The Pine River bike trail should be graded and sprayed – Josh Elder/Richland County Highway. The Pine River should be ready - 13 Pines RC will be the new contact for current conditions and rental information.

Streaming Advertising Report from the 1st Q – Website traffic was up 3000 new views year over year from January – March time period.

A new event that will be sponsored by City Utilities on May 28th at the Community Center-Summer Resource Fair. Described as a collection of resources for what is happening in our community over the summer. June is very busy with Dairy Breakfast, High School Rodeo/Parade, Thunderfest/Fireworks...etc!

Next meeting and topics. It was determined that the next meeting is expected to be on July 7, 2025. The motion was made to adjourn the meeting by Dennis Fry, 2nd Jayme Walsh. Motion Carried. The meeting was adjourned at 4:50 pm.

Report Criteria:

Invoices with totals above \$0.00 included.

Paid and unpaid invoices included.

[Report].GL Account Number = "15-10000-000"-15-99999-999"

Vendor Name	Invoice Date	Description	GL Account and Title		Net Invoice Amount	Date Paid
Cross Currents Heritage						
Cross Currents Heritage	06/30/2025	Tourism: Grant Approved by Ealge	15-51825-390	TOURISM - MISC	500.00	07/02/25
Total Cross Currents Heritage:					500.00	
INSPIRED MEDIA LLC						
INSPIRED MEDIA LLC	05/27/2025	Tourism: Print Advertising- 1/2 Pg	15-51825-380	TOURISM - MARK	774.00	07/02/25
Total INSPIRED MEDIA LLC:					774.00	
IWMTV						
IWMTV	04/30/2025	GREATER RICHLAND TOURISM	15-51825-380	TOURISM - MARK	1,249.97	06/05/25
IWMTV	04/30/2025	GREATER RICHLAND TOURISM	15-51825-380	TOURISM - MARK	2,499.98	06/05/25
Total IWMTV:					3,749.95	
LAUGHLIN CONSTABLE						
LAUGHLIN CONSTABLE	05/15/2025	Greater Richland Tourism_Listing	15-51825-380	TOURISM - MARK	300.00	05/15/25
LAUGHLIN CONSTABLE	03/15/2025	Greater Richland Tourism-WI Trav	15-51825-380	TOURISM - MARK	450.00	05/15/25
LAUGHLIN CONSTABLE	03/15/2025	Greater Richland Tourism-WI Trav	15-51825-380	TOURISM - MARK	350.00	05/15/25
Total LAUGHLIN CONSTABLE:					1,100.00	
Milwaukee Magazine						
Milwaukee Magazine	04/29/2025	Tourism: Subscriptions	15-51825-380	TOURISM - MARK	900.00	07/02/25
Total Milwaukee Magazine:					900.00	
RHYME BUSINESS PRODUCTS-PORTAGE						
RHYME BUSINESS PROD	05/23/2025	Tourism - Copier Contract	15-51825-341	TOURISM - COPI	40.00	07/02/25
RHYME BUSINESS PROD	06/24/2025	Tourism: Copier Lease	15-51825-341	TOURISM - COPI	40.00	07/02/25
Total RHYME BUSINESS PRODUCTS-PORTAGE:					80.00	
RJB VIDEO LLC						
RJB VIDEO LLC	06/03/2025	Tourism: Video Producton	15-51825-380	TOURISM - MARK	450.00	07/02/25
RJB VIDEO LLC	06/20/2025	Tourism: Contract for Advertising	15-51825-380	TOURISM - MARK	450.00	07/02/25
Total RJB VIDEO LLC:					900.00	
Steinmetz, Erica						
Steinmetz, Erica	06/20/2025	Tourism: Visitor Center Subcontra	15-51825-020	TOURISM - PART-	532.50	07/02/25
Total Steinmetz, Erica:					532.50	
VISA						
VISA	04/30/2025	GREATER RICHLAND TOURISM	15-51825-330	TOURISM - POST	9.79	07/02/25
VISA	04/30/2025	GREATER RICHLAND TOURISM	15-51825-380	TOURISM - MARK	9.44	07/02/25
VISA	04/30/2025	GREATER RICHLAND TOURISM	15-51825-380	TOURISM - MARK	45.63	07/02/25
VISA	04/30/2025	GREATER RICHLAND TOURISM	15-51825-380	TOURISM - MARK	12.15	07/02/25
VISA	04/30/2025	GREATER RICHLAND TOURISM	15-51825-380	TOURISM - MARK	188.00-	07/02/25
VISA	05/05/2025	Tourism: Postage	15-51825-330	TOURISM - POST	14.64	07/02/25

Vendor Name	Invoice Date	Description	GL Account and Title	Net Invoice Amount	Date Paid
VISA	05/05/2025	Tourism: Dropbox	15-51825-340 TOURISM - OFFIC	119.88	07/02/25
VISA	05/05/2025	Tourism: Dropbox 1TB of Storage	15-51825-340 TOURISM - OFFIC	59.22	07/02/25
VISA	03/18/2025	Tourism: QR Code Generator Sub	15-51825-380 TOURISM - MARK	170.73	07/02/25
VISA	05/06/2025	Tourism: Facebook Advertising an	15-51825-380 TOURISM - MARK	75.00	07/02/25
VISA	05/08/2025	Tourism: Lands End - Tourism Pol	15-51825-343 TOURISM - GIVEA	281.16	07/02/25
VISA	05/09/2025	Tourism: Facebook Advertising an	15-51825-380 TOURISM - MARK	24.39	07/02/25
VISA	05/09/2025	Tourism: Facebook Advertising an	15-51825-380 TOURISM - MARK	23.12	07/02/25
VISA	05/05/2025	Tourism: International Order Char	15-51825-340 TOURISM - OFFIC	1.71	07/02/25
VISA	06/23/2025	Tourism: Visme Starter	15-51825-380 TOURISM - MARK	29.00	07/02/25
VISA	06/09/2025	Tourism: Facebook Advertising an	15-51825-380 TOURISM - MARK	31.87	07/02/25
VISA	06/03/2025	Tourism: RJB Video through Quick	15-51825-380 TOURISM - MARK	450.00	07/02/25
Total VISA:				1,169.73	
Grand Totals:				9,706.18	

The bills presented on this day (excluding any Library Fund invoices) having been referred to the Finance and Budget Committee, and said committee having duly investigated and audited these bills, hereby make the following recommendation:

THAT THE CITY BILLS PRESENTED ON THIS DAY BE PAID, WITH THE FOLLOWING ADJUSTMENTS AND/OR EXCEPTIONS:

Dated: _____

Finance: _____

Filed in the office of the City Clerk/Treasurer

Report Criteria:

Invoices with totals above \$0.00 included.

Paid and unpaid invoices included.

[Report].GL Account Number = "15-10000-000"- "15-99999-999"

Greater Richland Tourism Review 2024

Outdoor exploration is our strength, year-round.

Hiking, kayaking, fishing, hunting, bicycling, snowshoeing, and snowmobiling are important activities in this area.

Also important to guests is disconnecting, recharging, and engaging with those who are important to them.

Outdoor exploration is a growing segment. The Wisconsin Department of Tourism now has an Office of Outdoor Recreation. In 2023 the outdoor recreation industry grew 9.4% in Wisconsin, outpacing the overall state economy.



Greater Richland Tourism Review 2024

Item 4.

Late winter months-no snow except 10 days in February.

Flooding in the spring and early summer of 2024

Summer and fall were strong, strong fall colors

Early winter again, lack of snow



Greater Richland Tourism Review 2024

Primary Marketing Efforts

Streaming Advertising with Gray Media

Digital Billboard Advertising with Lamar

Select Print Advertising-
Milwaukee Magazine, Inspire(d) Magazine

Social Media Marketing-YouTube,
Instagram, Facebook





2014 to 2024 Direct Visitor Spending in Richland County

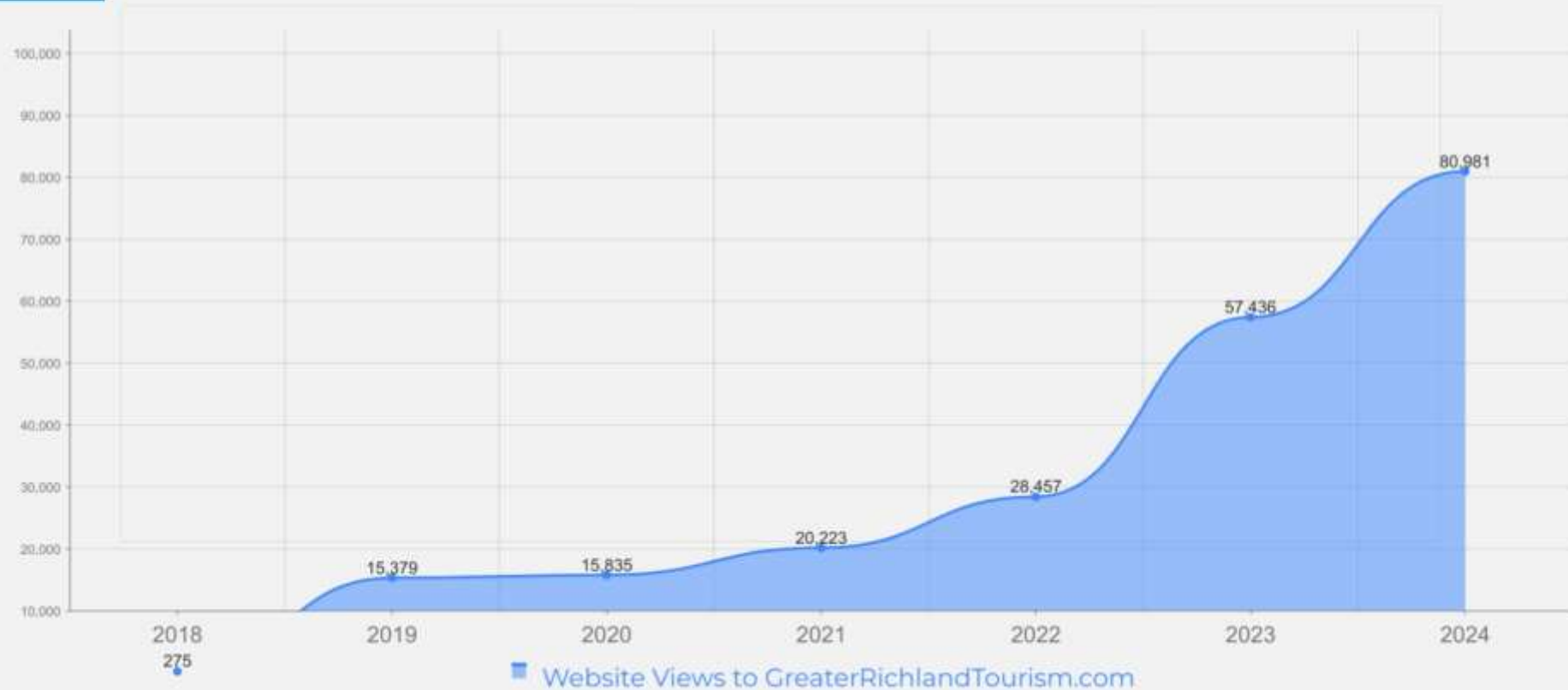


■ This data is compiled by Wisconsin Tourism and is a measurement of sales tax received in the years indicated.

Richland County grew 1% in Direct Visitor Spending in 2024. Record 4 years in a row of growth. Direct Visitor Spending increased to a record \$27,400,000 in 2024. Richland County outpaced many of the surrounding counties. Crawford County = .2% increase Iowa County = .8% decrease Grant County = 3.4% decrease Vernon County = 5.3% increase



Greater Richland Tourism Website Views



2024 Website New Views

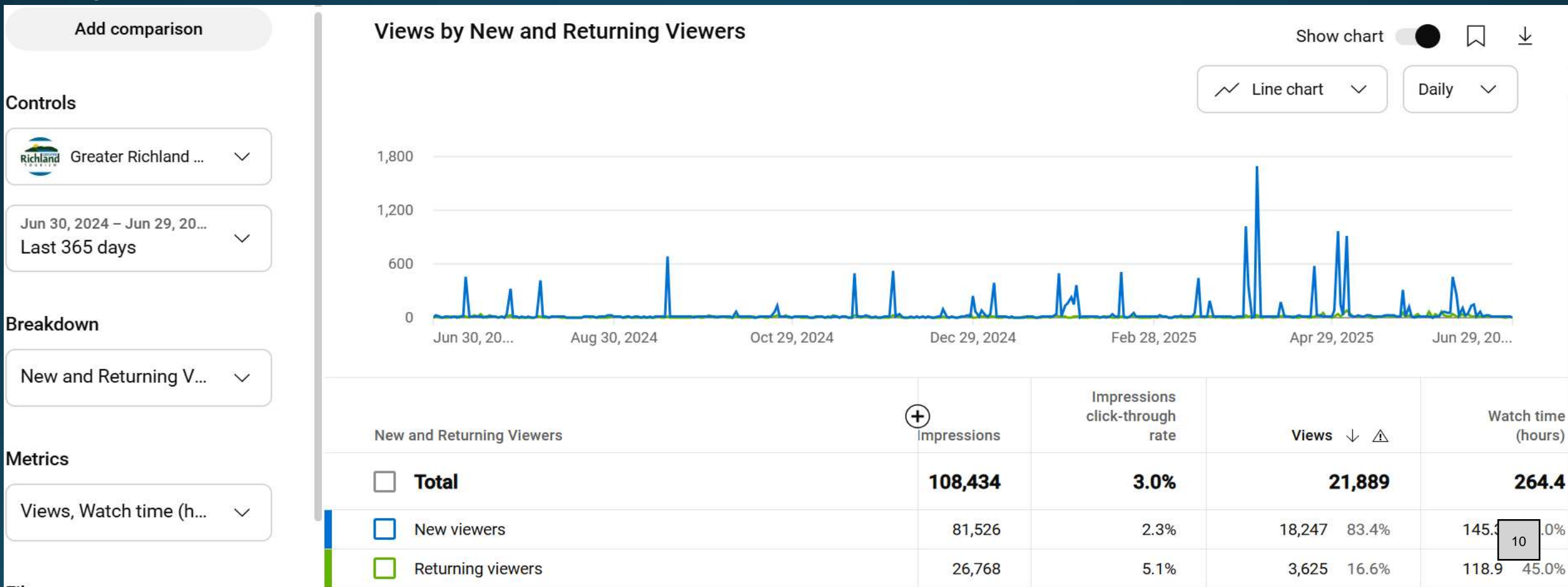
New view = new viewer who hasn't been to the website in 90 days.
Growth curve matches when we started a marketing "campaign".

YouTube Analytics The Last 12 Months

Item 4.

New subscribers are growing, currently at 382, and at the beginning of 2024, we were at 34.

Shorts are the new feature in 2024, much like reels. This is the more powerful way to find new subscribers.



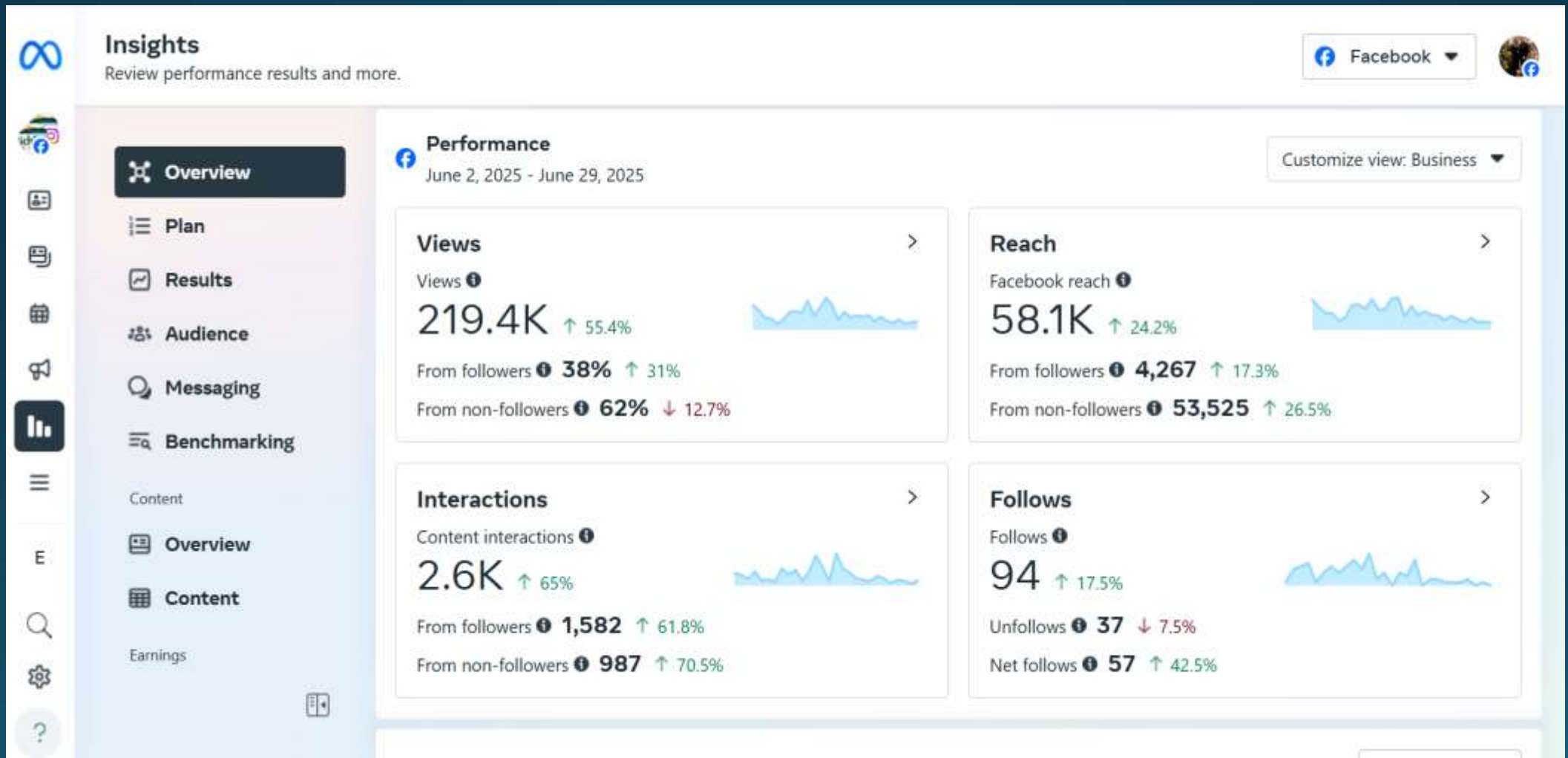
Facebook Analytics, last 12 months.

Item 4.

We have reached 6,500 followers

Views, reach, and follows continue to grow

Videos outpace photos and text-only posts disappear into the landscape



Greater Richland Tourism Review 2024 2025 Challenges and Opportunities

Item 4.

Weather, always the weather, and managing the Pine River.

Lodging and dining options/availability.

New GRT budget pressures

Opportunities:
More municipality partners.

Growing experience opportunities for visitors. (AD German Whse/Anaway, etc)

