OFFICIAL PUBLIC NOTICE

MEETING OF THE TOURISM COMMISSION

MONDAY, NOVEMBER 10, 2025 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

DEPARTMENT REPORT

1. Hub City Dirt Drags Update
2. Drew Nussbaum-Travel Wisconsin Tourism Economics and Marketing

MONTHLY BUDGET REPORT

3. Payment approval discussion and action

DISCUSSION AND ACTION ITEMS

4. 2025 Budget Review and 2026 Budget Approval
5. Rhyme Copier budget increase discussion and possible action
6. Gray Media Streaming Advertising Discussion and Possible Action

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

SET NEXT MEETING DATE *First Monday of the Month*

ADJOURNMENT

Posted this DD day of MONTH, 20YY 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.

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
Canoecopia					
Canoecopia	10/28/2025	Tourism: Booth Reservation	15-51825-410 TOURISM - TRAV	775.00	
Total Canoecopia:				775.00	
IWMTV					
IWMTV	08/31/2025	GREATER RICHLAND TOURISM	15-51825-380 TOURISM - MARK	1,249.97	09/18/25
IWMTV	08/31/2025	GREATER RICHLAND TOURISM	15-51825-380 TOURISM - MARK	2,499.98	09/18/25
IWMTV	09/30/2025	GREATER RICHLAND TOURISM	15-51825-380 TOURISM - MARK	2,499.98	
IWMTV	09/30/2025	GREATER RICHLAND TOURISM	15-51825-380 TOURISM - MARK	1,249.97	
Total IWMTV:				7,499.90	
Milwaukee Magazine					
Milwaukee Magazine	08/27/2025	Tourism: Subscriptions	15-51825-380 TOURISM - MARK	900.00	09/18/25
Total Milwaukee Magazine:				900.00	
RHYME BUSINESS PRODUCTS-PORTAGE					
RHYME BUSINESS PROD	09/22/2025	Tourism - Copier Contract	15-51825-341 TOURISM - COPI	43.68	10/08/25
RHYME BUSINESS PROD	10/23/2025	Tourism: Copier Lease	15-51825-341 TOURISM - COPI	40.00	
Total RHYME BUSINESS PRODUCTS-PORTAGE:				83.68	
Richland Center Archery Club					
Richland Center Archery Cl	09/15/2025	Tourism: Sponshorship Grant	15-51825-390 TOURISM - MISC	1,500.00	09/18/25
Total Richland Center Archery Club:				1,500.00	
RJB VIDEO LLC					
RJB VIDEO LLC	09/03/2025	GREATER RICHLAND TOURISM	15-51825-380 TOURISM - MARK	450.00	10/08/25
RJB VIDEO LLC	09/24/2025	GREATER RICHLAND TOURISM	15-51825-380 TOURISM - MARK	450.00	10/08/25
RJB VIDEO LLC	10/29/2025	GREATER RICHLAND TOURISM	15-51825-380 TOURISM - MARK	450.00	
Total RJB VIDEO LLC:				1,350.00	
VISA					
VISA	08/21/2025	Tourism: Lands End Volunteer Shi	15-51825-342 TOURISM - VOLU	47.42	09/18/25
VISA	08/28/2025	Tourism: Canyon of Lights Glow S	15-51825-343 TOURISM - GIVEA	234.29	09/18/25
VISA	08/29/2025	Tourism: Canyon of Lights Glow S	15-51825-343 TOURISM - GIVEA	203.23	09/18/25
VISA	08/24/2025	Tourism: Visme Easy WebContent	15-51825-342 TOURISM - VOLU	29.00	09/18/25
VISA	08/29/2025	Tourism: Lands End Volunteer Shi	15-51825-342 TOURISM - VOLU	68.47	09/18/25
VISA	09/30/2025	Tourism: USPS Postage	15-51825-330 TOURISM - POST	4.97	10/23/25
VISA	09/03/2025	Tourism: USPS Postage	15-51825-330 TOURISM - POST	10.29	10/23/25
VISA	09/03/2025	Tourism: Copy Paper	15-51825-340 TOURISM - OFFIC	6.09	10/23/25
VISA	09/30/2025	Tourism: Finance Charge	15-51825-390 TOURISM - MISC	11.63	10/23/25
VISA	09/05/2025	Tourism: Volunteer Polo Shirt for V	15-51825-343 TOURISM - GIVEA	47.42	10/23/25
VISA	09/18/2025	Tourism: Lands End Volunteer Shi	15-51825-343 TOURISM - GIVEA	68.47	10/23/25
VISA	09/21/2025	Tourism: Hotel Booking Fee - Gov	15-51825-410 TOURISM - TRAV	17.99	10/23/25
VISA	09/21/2025	Tourism: Hotel Stay for Governor's	15-51825-410 TOURISM - TRAV	506.02	10/23/25
VISA	09/23/2025	Tourism: Visme Easy WebContent	15-51825-380 TOURISM - MARK	29.00	10/23/25
VISA	10/06/2025	Tourism: Canyon of Lights Glow S	15-51825-380 TOURISM - MARK	234.29-	

Vendor Name	Invoice Date	Description	GL Account and Title	Net Invoice Amount	Date Paid
VISA	10/06/2025	Tourism: Canyon of Lights Glow S	15-51825-380 TOURISM - MARK	203.23-	
VISA	10/06/2025	Tourism: Finance Charge	15-51825-390 TOURISM - MISC	3.80-	
VISA	10/02/2025	Tourism: Finance Charge	15-51825-390 TOURISM - MISC	3.20-	
Total VISA:				839.77	
Grand Totals:				12,948.35	

The bills presented on this day having been referred to the Greater Richland Tourism Committee,
and said committee having duly investigated and audited these bills, hereby make the following recommendation:

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

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Dated: ____

Greater Richland Tourism:

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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"

Account Number	Account Title	2024 Actual YTD 12/31/2024	2024 Budget Prev Year 12/31/2024	2024 Budget Less Actual	%	2025 Actual YTD 10/31/2025	2025 Budget (Current Year) 12/31/2025	2025 Budget Less Actual	% S/B	2026 Budget 12/31/2026	2025 to 2026 Budget Change
ASSETS											
01-11003-000	TOURISM CASH - FUND 15	40,123.26	-			27,072.36	-				
15-14100-000	TOURISM ACCOUNTS RECEIVEABLE	-	-			20,100.50	-				
	Total Tourism Assets	*40,123.26*	-			*47,172.86*	-				
LIABILITIES											
15-21000-000	TOURISM VOUCHERS PAYABLE	3,350.24	-			4,570.43	-				
15-23900-000	TOURISM DUE TO CITY GENERAL	16,729.03	-			8,644.91	-				
	Total Tourism Liabilities	*20,079.27*	-			*13,215.34*	-				
EQUITY											
15-31000-000	TOURISM RETAINED EARNINGS	(44,808.74)	-			46,474.67	-				
	Tourism - Current Year Profit / (Loss)	*105,011.27*	-			*13,913.53*	-				
		-				(0.00)					
GREATER RICHLAND TOURISM REVENUE											
15-41200-000	ROOM TAX PUBLIC ACC TAXES	-	-	0.00	0.00%	-	-	0.00	0.00%	-	0.00%
15-41201-000	TOURISM ROOM TAX - CITY RC	58,362.31	-	(58,362.31)	#DIV/0!	64,429.32	60,000.00	(4,429.32)	107.38%	56,000.00	-6.67%
15-41202-000	TOURISM ROOM TAX - EAGLE TWN	32,127.20	-	(32,127.20)	#DIV/0!	22,669.97	32,000.00	9,330.03	70.84%	32,000.00	0.00%
15-41203-000	TOURISM ROOM TAX - ITHACA TWN	9,885.77	-	(9,885.77)	#DIV/0!	7,124.62	7,000.00	(124.62)	101.78%	9,500.00	35.71%
15-41204-000	TOURISM ROOM TAX - RICHLAND TW	-	-	0.00	0.00%	3,282.83	3,000.00	(282.83)	109.43%	5,000.00	66.67%
15-41205-000	TOURISM ROOM TAX - FOREST	3,254.60	-	(3,254.60)	#DIV/0!	3,832.85	3,000.00	(832.85)	127.76%	5,000.00	66.67%
15-41206-000	TOURISM ROOM TAX - HENRIETTA	-	-	0.00	0.00%	-	-	0.00	0.00%	-	0.00%
15-43600-000	TOURISM - GRANT REVENUES	50.00	-	(50.00)	#DIV/0!	-	-	0.00	0.00%	-	0.00%
15-47100-000	TOURISM INTEREST REVENUES	1,331.39	-	(1,331.39)	#DIV/0!	815.51	600.00	(215.51)	135.92%	-	0.00%
	Total Greater Richland Tourism Revenues	*105,011.27*	-	*(105,011.27)*	*#DIV/0!*	*102,155.10*	*105,600.00*	*3,444.90*	*96.74%*	*107,500.00*	*1.80%*
GREATER RICHLAND TOURISM EXPENSES											
15-51825-000	TOURISM / SALARY & WAGES	32,326.02	-	(32,326.02)	#DIV/0!	23,304.82	30,370.05	7,065.23	76.74%	28,630.00	-5.73%
15-51825-020	TOURISM - PART-TIME/INTERN WAG	1,100.00	-	(1,100.00)	#DIV/0!	862.50	3,000.00	2,137.50	28.75%	2,000.00	-33.33%
15-51825-100	TOURISM / BENEFITS	-	-	0.00	0.00%	-	-	0.00	0.00%	4,451.00	#DIV/0!
15-51825-330	TOURISM - POSTAGE	-	-	0.00	0.00%	81.93	200.00	118.07	40.97%	150.00	-25.00%
15-51825-340	TOURISM - OFFICE SUPPLIES	3,165.85	-	(3,165.85)	#DIV/0!	205.59	200.00	(5.59)	102.80%	250.00	25.00%
15-51825-341	TOURISM - COPIER MAINTENANCE	447.23	-	(447.23)	#DIV/0!	435.68	400.00	(35.68)	108.92%	400.00	0.00%
15-51825-342	TOURISM - VOLUNTEER SUPPORT	-	-	0.00	0.00%	331.82	400.00	68.18	82.96%	400.00	0.00%
15-51825-343	TOURISM - GIVEAWAY ITEMS	3,529.60	-	(3,529.60)	#DIV/0!	1,613.57	3,000.00	1,386.43	53.79%	2,000.00	-33.33%
15-51825-380	TOURISM - MARKETING	58,883.70	-	(58,883.70)	#DIV/0!	50,959.47	56,135.00	5,175.53	90.78%	54,000.00	-3.80%
15-51825-390	TOURISM - MISC - GRANTS AWARDED	7,500.00	-	(7,500.00)	#DIV/0!	7,508.76	9,000.00	1,491.24	83.43%	9,000.00	0.00%
15-51825-410	TOURISM - TRAVEL & CONFERENCE	-	-	0.00	0.00%	2,937.43	3,500.00	562.57	83.93%	4,000.00	14.29%
	Total Greater Richland Tourism Expenses:	-	-	*(106,952.40)*	*#DIV/0!*	*88,241.57*	106,205.05	*17,963.48*	*83.09%*	*105,281.00*	*-0.87%*
Net Tourism:		***105,011.27***	-	***1,941.13***	***#DIV/0!***	***13,913.53***	***(605.05)***	***(14,518.58)***	***-2299.57%***	***2,219.00***	***.75%***