



OFFICIAL PUBLIC NOTICE

MEETING OF THE TOURISM COMMISSION

MONDAY, MAY 05, 2025 AT 4:00 PM

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

Microsoft Teams Meeting

Join the meeting now: https://www.google.com/url?q=https://teams.microsoft.com/l/meetup-join/19%253ameeting_MWU4YmQ5ZTEtMzY1Ny00NmYyLWE1ZWltYmJjZTkzMWE3M2Ey%2540thread.v2/0?context%3D%257b%2522Tid%2522%253a%252214038f70-880a-4544-99f2-5408da444e94%2522%252c%2522Oid%2522%253a%2522de4acf0c-a016-4bef-a777-2688f84b7755%2522%257d&sa=D&source=calendar&usd=2&usg=AOvVaw3FXWFC82mq4xlpfz6ZkX9Y

Meeting ID: 218 648 734 621 9 Passcode: NX7qs3EA

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 April 7, 2025 meeting minutes

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

QUARTERLY EXPENDITURE REPORT

DISCUSSION AND ACTION ITEMS

2. Greater Richland Tourism Goals and Objectives Discussion and Possible Action

DEPARTMENT REPORT

3. Pine River Trail and Kayak Update
4. Streaming Advertising Report from the 1st Q
5. May and early June event updates.

SET NEXT MEETING DATE

ADJOURNMENT

Posted this 02 day of May 2025 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 April Richland Center Tourism Commission Meeting, April 7, 2025

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

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

Karen Tepley made a motion to approve the meeting minutes from the January 2025 meeting. Toni McCarvel seconded the motion, motion carried unanimously.

Public Comment:

There was no public comment raised

Discussion and Possible Action on the 2025 WSHR Grant Request

Director Richards brought a recent grant request from the Richland Center, Wisconsin High School Rodeo Committee to be used in support of the 2025 State High School Rodeo Finals. This is a 3-day event that brings many out-of-the-area (greater than 65 miles away) visitors and typically fills short-term housing/rentals during that time. It has grown nicely over the last 3 years and appears to continue to gain interest and visitors to the area. Toni M made the motion to approve the grant request of \$2,000 by the Richland Center, Wisconsin High School Rodeo Committee to be used towards marketing of the 2025 Wisconsin High School Rodeo. That motion was seconded by J Walsh. A roll call vote was held: Fruit-yes, McCarville- yes, Walsh-yes, Tepley-yes, Fry-yes. The motion passed unanimously.

Department Updates:

Director Richards offered several updates:

- Richards stated that he is working with Brian McGraw from the Eagle Tourism Commission to update the Grant Application. It has some inconsistencies from the original intention of the form, and there is a need to put some parameters on the amount of individual and annual grant amounts.
- It was discussed that Richland County has adopted a zoning code for short-term rental properties with a minimal zoning fee and specific requirements.
- Discussed the Pine River and the concern of keeping that navigable for visitors. Southwest Partners, Friends of the Pine, and Director Richards, along with other members of the public, are working on the plan to maintain the Pine for kayak use.
- There was a substantial discussion regarding the Greater Richland Tourism Goals/Objectives discussion.
 - Director Richards recapped the past goals and objectives as discussed with past Richland Center Tourism Commissions and City Council.
 - J Walsh suggested board members bring their ideas to the table at the next meeting regarding their ideas.
 - K Tepley suggested regular ledger reviews of bills paid, much like the library works through. Director Richards mentioned that one concern is that in the clerk's office, the Greater Richland Tourism account does not have its revenues and payments accounted for in the same software. Director Richards stated we can, and have, shared the ledger accounting of the Tourism account quarterly.

Commission Member Updates/Thoughts

- K Tepley explained there is a grant for bike trail and trailhead signage that has been completed, and the goal is to have signs in place by spring.
- Chair Fruit is asking that we continue to get updates on the Pine River and the progress with getting it maintained for use. Additionally, Chairperson Fruit mentioned that the Pine River Recreation Trail is in very good condition for this time of year.

Next meeting and topics.

It was determined that the next meeting is expected to be on May 5.

The motion was made to adjourn the meeting by Tepley, 2nd by Fry. Motion Carried. The meeting was adjourned at 4:50 pm.

Greater Richland Tourism Goals and Objectives 2022

In 2022 major goals and objectives were set in coordination with Wisconsin Legislation and the Richland Center Tourism Commission:

1. Grow the number of municipalities collecting room tax and participating by agreement with Greater Richland Tourism
 - a. Since 2022 Greater Richland Tourism has grown from a single municipality (Richland Center) to 5 new municipalities including, Eagle, Ithaca, Forest, Henrietta, and Richland Townships.
2. Develop awareness of potential visitors of the Greater Richland Area through marketing and branding.
 - a. Developed the new entity name in 2021, Greater Richland Tourism, and began a marketing campaign utilizing social media, cooperative marketing w/Travel Wisconsin, print, digital, and streaming advertising methods.
 - i. Our presence on social media has grown from fewer than 500 followers combined on Facebook, Instagram, and YouTube to 8,000 followers currently.
 - ii. Our YouTube channel receives an average of 12 hours of watch time each month. This has no metric to compare it to as this is a new development in the last 12 months.
 - iii. Our website in 2021 experienced 15,835 new visitors for the year, in 2024 our website saw 80,981 new visitors.
3. Grow the Visitor Dollars spent in the Greater Richland Area as measured by the Wisconsin Departments of Tourism and Revenue.
 - a. Our Direct Visitor Spending in 2021 was \$22,200,000 as measured by the DOR report.
 - b. Our Direct Visitor Spending in Richland County has grown each year since 2021 an average of \$2,500,000 each year.
4. Support tourism-related businesses and events through the Tourism Grant Program, consulting, and hands-on efforts.
 - a. Through hands-on help and consultation, we support all community events, Chamber Events, and other organizations.
 - b. GRT has also provided consultation with tourism-related businesses and organizations to improve their business and events.