



OFFICIAL PUBLIC NOTICE

MEETING OF THE TOURISM COMMISSION

MONDAY, DECEMBER 04, 2023 AT 4:00 PM

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

MICROSOFT TEAMS MEETING:

<https://teams.microsoft.com/l/meetup-join/19%3aH73Ef04e68MWqjEjT3BUSotmdOWnYmjHi-AQ3Bf7yw1%40thread.tacv2/1701709387403?context=%7b%22Tid%22%3a%2214038f70-880a-4544-99f2-5408da444e94%22%2c%22Oid%22%3a%22de4acf0c-a016-4bef-a777-2688f84b7755%22%7d>

MEETING ID: 223 432 435 145 **PASSCODE:** jQCise

AGENDA

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

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APPROVAL OF MINUTES

1. Approval of Regular November Meeting Minutes
2. Approved 2024 Annual Operating Budget

DISCUSSION AND ACTION ITEMS

3. Discussion and Possible action on 2024 Travel Guide
4. Elect Vice-Chairman of the Richland Center Tourism Commission

GREATER RICHLAND TOURISM UPDATES

5. Review of Goals and Purpose of Greater Richland Tourism for 2024

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 1st day of December, 2023 by 4:30 PM.
Copy to the official newspaper the Richland Observer.

Aaron Joyce, City Clerk/Treasurer

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.

Rescheduled Regular November Richland Center Tourism Commission Meeting, November 9, 2023

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

Members present, Lenny Schaub, Dennis Fry, Karen Tepley, Christy Adsit and Candace Fagerlind

Dennis Fry made the motion to approve the minutes from the August Richland Center Tourism Commission, member Christy Adsit seconded that motion. The motion was unanimously approved by voice vote.

Tourism Grant Applications:

There were no Grant Applications to review.

2023 Budget Review:

Director Richards reviewed the 2023 budget categories and shared with the Commission members that all expenditures were within the approved amounts. This also included approved grants and capitol expenditures to Gray Media and Lamar Advertising.

Director Richards also reviewed the tax revenues. In 2022 we had projected tax revenues of \$60,064. The actual tax revenue, including the last 4 quarters from all sources was \$102,744. Richards gave several reasons for the difference including, that the previous projections were not based on any previous collections as the Town of Eagle was still ramping up, the City of Richland Center's room tax revenues have grown considerably with increased occupancies and increased short-term rental locations in 2023.

Discussion and Action on the 2024 Annual Budget of Regular Operations

Director Richards presented a projected 2024 budget (attached) with total 2024 Basic Budget Expenditures projected at \$22,600, director salary and benefit expenses at \$30,028, with a total Annual Operating Budget of \$52,628. There was substantial discussion regarding the format of presenting the budget and it was explained that Greater Richland Tourism and the Richland Center Tourism Commission do not have access to the accounting software to present the budget items in the same format as other city departments. Director Richards mentioned that he can investigate the option of a better format and find a program that better displays the budget in a more transparent manner beginning in 2024.

Member Fagerlind made a motion to approve the Annual Operating Budget for 2024 at \$52,628 as presented. Member Tepley seconded the motion. A voice vote was held, Schaub-yes, Adsit-yes, Fagerlind-yes, Fry-yes, Tepley-yes.

Discussion and Action on the 2024 Travel Guide

Director Richards explained that the previous travel guide which was first produced in 2022 has been exhausted. This matched up perfectly with revising the guide and producing a new one for 2024. He received two quotes for producing the guide. Unfortunately, there was a question on the one quote regarding the guide sizing for printing purposes and the discussion was tabled for the next meeting and clarification on the quote.

Discussion and Possible Action on Pine River Trailhead Signage

Member Karin Tepley explained there has been considerable work done to design and locate signage that will help users of the city portion of the Pine River Trail locate trailheads and navigate the trail through the city portion. Director Richards confirmed there has been confusion as to the location of the trailheads and specifically navigating the intersection of US Hwy 14 and 80 at the end of Orange and Main Streets. Member Tepley presented examples of the locations and formats of the signs that are intended to remedy this concern.

Member Adsit questioned why the city, specifically Parks and Recreation which is responsible for maintaining and improving that portion of the trail wasn't purchasing the signs. Additionally, Chair Lenny Schaub questioned if Richland Center room tax dollars were appropriate for this effort citing the allowable expenditures as set forth by the Wisconsin Legislature. After a short discussion, this item was tabled.

Director Richards offered short updates and reports on several efforts:

1. Richards shared that the recent Center Colorfest and Pumpkinfest events were extremely successful with high occupancy rates on overnight lodging and many guests and visitors enjoying the events.
2. Richards also provided a quick notice that he had been contacted by 3 Sheep's Brewing from Sturgeon Bay regarding their Regional City Label Project. From their discussion, it is likely Richland Center and the Mapleside Footbridge will be featured on a label of 3 Sheep's Beer in 2024.
3. Richards quickly explained that website traffic is still very strong and we continue to develop the winter marketing content for Gray Media and our streaming campaign.
4. Richards explained that lodging occupancies in the City of Richland Center for the 3rd quarter appeared to be as high as they have ever been in the past. It looks like 2023 will be one of our best ever for occupancy.
5. Richards also explained he is assisting with the Richland County Resiliency Project which may also pay some dividends for our tourism efforts.

Future Meeting Topics

Director Richards asked about any future meeting topics the members would like to discuss. Next month's meeting will bring back the 2024 Travel Guide discussion and possible action with verified parameters, Chair Lenny Schaub brought forward that we should elect a Vice-Chair for the Tourism Commission in the event the Chair is not able to attend a meeting.

The motion was made to adjourn the meeting by Christy, 2nd by Tepley. Motion Carried. The meeting was adjourned at 5:06pm.

Approved Annual Budget For 2024

Approved 11/09/23

1. \$1,500 Marketing cost for the Dairy Days/Rodeo Parade
 - a. 2023 = \$1500
2. \$1,500 Marketing for Center Colorfest
 - a. 2023 = \$1500
3. \$1,000 Marketing for Christmas Decoration Contest
 - a. 2023= \$1000
4. \$3,500 Travel and conference expenses
 - a. 2023=\$3,500
5. \$200 Postage
 - a. 2023=\$200
6. \$400 Copier maintenance agreement
 - a. 2023 - was included in Visitor Center supplies at \$400
7. \$2000 Visitor Center supplies, print, and volunteer support
 - a. 2023 - was included in Depot Materials at \$1,600
8. \$5,000 Incidental print advertising
 - a. 2023= \$4,000
9. \$1,000 Cooperative Marketing Options with Travel Wisconsin
 - a. 2023 = \$0 budgeted directly but the same amount was paid through the Social Media budget.
10. \$5,000 Online social media advertising and video work
 - a. 2023 =\$4,000
11. \$1,500 Tri-Lite Entertainment advertising/Starlite14/Center Cinema
 - a. 2023=\$1,500

Total 2023 Basic Budget Expenses Projected = \$22,600

Budget Increase = \$4,100

2024 Tourism Director Salary and Benefits Estimated @ 50%= \$30,028 Estimated 3% increase

Amount Proposed for Annual Operating Budget= \$52,628.00

Potential Grants 2024 (not included in this budget)

Rodeo Committee **\$2000**

Richland Area Archery Club/Driftless Hunters Weekend **\$1,500-**

Wheels of Time Truck and Tractor Show-**\$1,500**

Friends of the Pine-River cleaning grant-**\$2,000**

Total 2024 anticipated grants=\$7,000

Total Approved Grant Applications as of 10/31/2023 = \$7,000

2023 Greater Richland Tourism Room Tax Estimated Revenue

City of Richland Center = **\$57,970** (Est 2024)

Actual 2023=**\$60,582.17** = (Last 4 quarters)

Actual 2022=**\$51,188.57**

Town of Eagle

Eagle 2024 = **\$42,000 (Estimated 2024)**

Actual 2023 = **\$42,162.18= (Last 4 quarters)**

Actual 2022 = **\$14,796.08**

Town of Ithaca= Unknown. No revenue as of 11/03/2023, however, they have received notice from Airbnb that they will be remitting room tax effective their adoption date of 07/01/22.

Town of Forest= Unknown. It has proven to take a minimum 4 quarters for 3rd Marketplace remittances to be received. Forest Township adopted the ordinance effective July 1 2023.

The current balance in Greater Richland Tourism = **\$57,363. 46**

\$99,970 Projected revenue from known sources as of 11/09/2023.

\$60,064 Was the projected revenue for 2023

The projected total amount available for additional marketing efforts above the regular budgeted items in 2024 =**\$40,342** Digital advertising/Lamar and streaming advertising/Gray Media

1st Travel Guide Print Option: no design included in the quote, there will need to be design costs included. Glossy paper for 8 pages, non-gloss for 24. Will have a minimum of 8 pages of ads, this does not reduce our cost.

I did give you the wrong print number for last year. It looks like we only printed 2,500.

Here are some quotes for printing and delivery only, this does not include any design work at \$32 an hour nor an e-edition.

2023 RC Tourism Guide

8.375 x 10.875

32 Total Pages:

4 page cover 80# gloss text - 4 color process with varnish on both sides

4 page center spread 80# gloss text - Map - 4 color process

24 page interior 50# offset - 4 color process

Send-it files / print / fold / stitch / trim / boxed / delivered to RC

1,000 copies - \$3105.14

2,500 copies - \$3983.39

5,000 copies - \$5555.66

All quotes are good for 30 days from date of quote.

We do need to up the page count, as there was an uneven amount of pages inside, which caused 2 tabs to be hanging out.

Richland Center Shopping News

2nd Option, design, printing all pages on gloss paper, no advertising, just a travel guide. I will sell the back page to a local advertiser, this will reduce the cost shown to print.

Total Cost for 2,000 copies = \$3594.60-see those estimates on the next page.

QUOTATION

LA CROSSE GRAPHICS INC.
3025 East Avenue South
La Crosse, WI 54601

Phone: 608-788-2500
Fax: 608-788-2660

Quotation Number: **138761A**
Quotation Date: **11/17/2023**
Sales Rep: **STEVE MARSOLEK**
Estimator: **Clif Youngbauer**

Customer Account: **GREATRICHLAND**
Name: **GREATER RICHLAND TOURSIM**
Address: **397 W SEMINARY STREET**
RICHLAND CENTER WI 53581
Contact: **MARTY RICHARDS**
Phone: Fax:

Job Description **TOURISM GUIDE 24 PAGE SELF COVER**
FLAT-- 16.75 X 10.875 FINISH-- 8.375 X 10.875
FILES FURNISHED
LOW RES AND HIGH RES PROOFS
BINDERY: FOLD, STITCH, TRIM
DELIVERY TO 53581 INCLUDED

Component: **1- 16 PAGE SIG**
Size: **8 3/8 X 10 7/8** Stock Description: **GLOSS TEXT**
Ink: **4 / 4** Color: **WHITE**
Bleed: **Yes** BWT: **70** Thickness: **.0000**

Component: **1- 8 PAGE SIG**
Size: **8 3/8 X 10 7/8** Stock Description: **GLOSS TEXT**
Ink: **4 / 4** Color: **WHITE**
Bleed: **Yes** BWT: **70** Thickness: **.0000**

Quantity	Price
1000	\$2,379.60
2000	\$2,754.60
3000	\$3,129.60



Forward Media Digital
United States
amanda@forwardmediadigital.com

Price Quote: #0000001
Issued on: Oct 27, 2023
Expiry Date: Dec 1, 2023

Local Travel Guide

To: **Marty Richards**
Greater Richland Tourism
marty.richards@richlandcenterwi.gov
397 W. Seminary St.
Richland Center, 53581
608-649-3376

Product or Service	Price	Quantity	Line Total
Travel Guide Page	\$35.00	24	\$840.00
Subtotal			\$840.00
Total Price:			\$840.00

