

# **OFFICIAL PUBLIC NOTICE**

# **MEETING OF THE TOURISM COMMISSION**

Monday, September 08, 2025 at 4:00 PM

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

### To join online:

https://teams.microsoft.com/l/meetup-

join/19%3ameeting\_ZjEzZjUyN2MtNDI0Ny00ODIxLWI5MDEtMjEyMTIyNDAyMTAx%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>

Meeting ID: 262 806 410 000 4

Passcode: wF774Po9

#### **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**

Approval of the minutes from the regular July meeting.

#### **MONTHLY BUDGET REPORT**

2. 2026 Year to date budget review.

#### **DISCUSSION AND ACTION ITEMS**

- Discussion and possible action on the Wheels of Time/Hill Country Classic Power grant application
- 4. Discussion and possible action on the Pine River Clean-up Grant
- 5. Gray Media Streaming Advertising Discussion and Possible Action
- 6. Discussion and possible action on 2026 Hidden Valleys publication inclusion
- 7. Review and approve past bills and payments

### **DEPARTMENT REPORT**

- 8. Update on Greater Richland Tourism status in relation to the City of Richland Center
- 9. Center Colorfest Update

**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 5th day of September, 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 July Richland Center Tourism Commission Meeting, July 7, 2025

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 Karin Tepley. Dennis Fry was absent.

Jayme Walsh made a motion to approve the meeting minutes from the May 2025 meeting. Karin Tepley seconded the motion, the motion carried unanimously.

### May/June Bill Payment Approval:

The Commission reviewed the listing of bill payments for the months of May and June 2025. Director Richards offered some explanation regarding a couple of new/different payments.

Cross-Currents Heritage Center Grant payment was an event grant at the Tippsaukee Farm during the Muscoda Morel Festival that sponsored the Ho-Chunk Heritage Dancers event through the Eagle Tourism Commission.

The VISA statement had two payments that are annual subscription renewals, one for our QR Code service that supports the QR codes we use on some publications and the Dropbox Renewal which is our warehouse for all of our videos and images.

Toni McCarvel made the motion to approve the payment report for May/June, Jayme Walsh seconded that motion. A roll call vote was held: Fruit-yes, Walsh-yes, McCarvel-yes, Tepley-yes. Motion unanimously passed.

Gray Media Streaming Advertising Discussion and Action. Director Richards explained that the Commission had approved Streaming Advertising with Gray Media for the Chicagoland and Milwaukee areas thru August. Streaming advertising has continued to be a huge driver of visitors to our websites. Since we have utilized streaming advertising visitors to the Greater Richland Tourism website has increased from 20,223 in the full year of 2021, to 80,981 in 2024. It is also one of the identifiable reasons we have seen Direct Visitor spending increase in the Greater Richland Area the past 4 years.

Director Richards made the recommendation that the Commission approve continuing the streaming marketing effort through September at this time, in the amount of \$7,500. This recommendation was also with the understanding that while we are still working on getting complete mid-year budget and fund balance figures, we started the year with over \$53,000 in unallocated funds in the Greater Richland Tourism account.

Karin Tepley made the motion to approve spending \$2,500 to continue streaming advertising with Gray Media in the amount of \$2,500 with the understanding that we started the year with \$53,000 of unallocated funds at the time we developed the budget. Jayme Walsh seconded the motion, a voice vote was held: Fruit-yes, Tepley-yes, Walsh-yes, McCarvel-yes. Motion passed unanimously.

Toni McCarvel made the motion to recommend to the Richland Center Finance Committee, to allocate another \$5,000 to continue streaming advertising with Gray Media through the end of September. Karen Tepley seconded that motion, a roll-call vote was held. McCarvel-yes, Walsh-yes, Fruit-yes, Tepley-yes. Motion passed unanimously.

#### **Department Updates:**

### Director Richards offered several other updates:

- The Village of Cazenovia is interested in the adoption of the room tax. However, they have had some recent events out of their control that have pushed this effort down the list of priorities. Richards will continue to work that relationship.
- He updated the Commission that Intern Erica Steinmentz is researching and developing
  a list of short-term rental properties in Richland County so we may communicate with
  them, offering our support and materials to improve guest access to our experiences.
- Director Richards, Commission Member Fry, public member Derrick Warner, and others have been continuing work to maintain and improve the kayak experience on the Pine River.
- There has been strong participation with events during the early part of the year. The Dairy Days and Rodeo Parade, as well as the rodeo had extremely strong participation. The color guard felt the parade was the best attended for many years, even prior to COVID. The Richland County Dairy Breakfast fed over 5,125 people, more than they ever have in their 40+ year history. The Hub City Dirt Drags also hosted the most that event has ever seen and can see additional growth in their future.

### Next meeting and topics.

It was determined that the next meeting is expected to be Monday, September 8, 4:00pm.

The motion was made to adjourn the meeting by Tepley, 2<sup>nd</sup> by Walsh. Motion Carried. The meeting was adjourned at 5:17 pm.

of Richland Center

Greater Richland Tourism - Fund 15 2025 Budget

Page: 1 9/8/2025 7:48 AM

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of Richland Center

Greater Richland Tourism - Fund 15 2025 Budget

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2024   2024   2024   2024   2025   2025     2025   2025     2025	,750.00 34,404.15 38.29% 28,600.00	34,404.15		,750.00	55	21,345.85	60.94%	19,530.51	50,000.00	30,469.49	RR DEPOT/SALARY	10-51825-000
2024   2024   2024   2025     Actual   Budget   Budget   Less   %   Actual   E     Account Title   YTD   Prev Year   Actual   E     12/31/2024   12/31/2024   E     12/31/2024   12/31/2024   E     PUBLIC ACCOMODATION TAXES   98,090.10   49,000.00   (49,090.10)   200.18%   18,998.06     98,090.10   49,000.00   (49,090.10)   200.18%   18,998.06     98,090.10   49,000.00   (49,090.10)   200.18%   18,998.06     18,998.06   18,998.06   18,998.06     18,998.06   18,998.06   18,998.06     18,998.06   18,998.06   18,998.06     18,998.06   18,998.06   18,998.06     18,998.06   18,998.06   18,998.06     18,998.06   18,998.06   18,998.06     18,998.06   18,998.06   18,998.06     18,998.06   18,998.06     18,998.06   18,998.06   18,998.06     18,998.06   18,998.06											JTY - EXPENSES	ROOM TAX - C
2024 2024 2024 2025 Actual Budget Less % Actual E Account Title YTD Prev Year Actual 8/31/2025 12/ 12/31/2024 12/31/2024 12/31/2024 8/31/2025 12/  TTY - REVENUE PUBLIC ACCOMODATION TAXES 98,090.10 49,090.00 (49,090.10) 200.18% 18,998.06	875.00 98,876.94 16.12% -	98,876.94	N 70.00	875.00	117,	18,998.06	200.18%	(49,090.10)	49,000.00	98,090.10	n Tax Revenues —	Total Roon
2024 2024 2024 2025 Actual Budget Budget Less % Actual Account Title YTD Prev Year Actual YTD 12/31/2024 12/31/2024 8/31/2025	875.00 98,876.94 16.12% -	98,876.94		875.00	117,	18,998.06	200.18%	(49,090.10)	49,000.00	98,090.10	PUBLIC ACCOMODATION TAXES	10-41200-000
2024       2024       2024       2025         Actual       Budget       Budget Less       %       Actual         Account Title       YTD       Prev Year       Actual       YTD       YTD         12/31/2024       12/31/2024       12/31/2024       8/31/2025											TTV - REVENITE	ROOM TAX - C
2024 2024 2024 2025  Actual Budget Budget Less % Actual  Account Title YTD Prev Year Actual YTD				/2025	12/31	8/31/2025			12/31/2024	12/31/2024		
2024 2024 2025	Budget Less % E	Budget Less Actual		dget nt Year)	Buc (Curre	Actual YTD	%	Budget Less Actual	Budget Prev Year	Actual YTD		Account Numbe
	25 2025 2026			25	20	2025		2024	2024	2024		

Project Title: Wheels of Time

Full legal name of Applicant/Organization: Hill Country Classic Power

Applicant's Address: 23328 County Hwy DD. Richland Center, WI 53581

Name of Primary Contact: Deborah Paasch

Telephone: 608/647-8064

Email: N/A

Website: none at this time

Location of Project: Richland County Fair Grounds/ Richland Center, WI

Event Dates: October 3, 4, and 5 2025

Intended Ad Placement (List Publication and Location with Sample wording/ad layout) Shopping News posters distributed over an eight state area, ad is in the Farm Collectors show directory (which is nation wide), and the Wheels of Time (international Truckers Magazine), ad is also in the national Case Magazine. There will be radio spots with the WRCO radio. We are adding more banners this year, which will be placed at locations sixty miles, or more away. There will also be community calendars thru out the tri-state region.

## Description of event and how it relates to tourism:

We try to educate people on the history of agriculture and the trucking industry. The social connection of this show brings people together from all over the United States year after year. These people eat/sleep and shop in the Richland area.

Projection of the project's ability to generate overnight stays:

SW Wisconsin ATHS Club will book approx. 80 rooms. Others will stay at campgrounds and airbnb's in the area. With the addition of a truck drive on Friday and tractor drive on Saturday, more of the travelers are now coming in on Thursday. All will explore the Richland County area.

### Target Audience:

General Public, especially those interested in the history of antique trucks, tractors, and farm machinery. We encourage families.

Total Event Budget: \$ 6000.00

Amount for Advertising: \$1500.00-2000.00

In-Kind Value:

Grant Request: \$2000.00

- 1. What is the name and location of the event? Wheels of Time held at the Richland County Fair Grounds.
- 2. Wheels of Time officially start at 8am Friday morning with a truck ride showing off the scenic beauty of Richland County. Saturday is busy with a tractor ride. In the afternoon is a parade showing off many of the exhibitors. Cowboy church starts our Sunday off. There will be activities for the youth all weekend. Threshing is Saturday and Sunday weather permitting. The hardest part of the weekend is saying goodbye to both old and new friends.

At Wheels of Time, plans start for the following year. November advertising needs to be submitted in some nation wide publications. By April, we have business cards and posters made that will go nation wide. June thru August, we will be fine-tuning the agenda. Insurance and any food plans for the exhibitor diner will be made. September is when all banners are put in place.

- 3. Danny Sheafor and Mark Welte started the Wheels of Time as an afternoon picnic back in the 1980's. This has evolved from an afternoon event into a 3-day show. It was always held at the Sheafor property until Danny's' passing. We have been holding the show at the RC fairgrounds since 2015. With the help of the Southern Wisconsin chapter of the American Truck Historical Society, we (Hill Country Classic Power) have been able to keep the show going and growing. This year will mark our 42<sup>nd</sup> year.
- 4. We use many different types of advertising but to this day word of mouth is still the best. Posters are taken with members of both clubs and spread nation wide. We advertise in magazines that go worldwide. There will be banners through out Wisconsin. There will be hats and cozies this year that will help spread the word. We are working on getting on-line opportunities. We are hearing that having the camping available at the fair grounds is a big draw.



# Cover Page Greater Richland Tourism Grant Program Application

Project Title: Clean-up and Maintenance of the Pine River

Full Legal Name of Applicant/Organization: Southwest Partners

Applicant's Address: 1313 W Seminary St, Richland Center, WI 53581

Name of Primary Contact: Dale Bender/Mick Cosgrove

Telephone: (608) 604-4947

Email: dale.bender63@gmail.com michael.j.cosgrove@ampf.com

Website: https://www.richlandcenterwi.gov/parksrec/page/pine-river

Location of Project: 15 Miles of the Pine River, from Rockbridge County Park to Mill Pond Park

in Richland Center

Event Date(s): 05/23 thru 09/23

Intended Ad Placement (List Publication and Location with Sample wording/ad Layout): This project does not have direct advertising, as this is a working project to provide a safe and navigable Pine River for guests of the area and is an improvement to a tourism activity. However, this activity does allow Greater Richland Tourism to advertise the kayak opportunity to potential guests from within a 300-mile radius.

Description of event or activity and how it relates to tourism:

Kayaking the Pine River has become one of the top 5 activities available for our guests to enjoy in the Richland County area. Each winter, due to flooding and high-water events, the Pine River becomes blocked with downed trees and other debris. Each year, it is required to clean a safe channel of the Pine River for kayaks and canoes to provide a safe experience.



Projection of the project's ability to generate overnight stays or improve the transient visitor's experience:

The potential for overnight stays is significant, with over 13 million residents living within the 300-mile target radius of the Greater Richland Area. Kayaking has become an extremely popular activity for outdoor enthusiasts, and with our proximity to the dense urban areas of Chicago, Minneapolis/St Paul, and Milwaukee, an attractive and safe Pine River is an excellent opportunity to attract those guests to our area.

Target Audience: Al residing within a 300 Richland County.		ts	
Total Event Budget:	\$5,000	Amount for Advertising:	\$0
In-Kind Value:	\$3,000	Grant Request:	\$2,000
To be completed l Commission:		Tourism	
AwardNOYES	Explanation:  Amount of Award:	-	
Tourism Meeting Age	nda Date:	Date of Approval:	
Signature of Commiss	sion Chair		

### Hidden Valley Magazine Proposal

Greater Richland Tourism picked up this advertising/sponsorship for 2025. It was previously paid for by Richland County for 15-20 years. Richland County dropped its sponsorship when it went through the budget crunch of 2020-21.

For the Sponsorship, we receive:

- Inclusion in their Top 10 Destination listings
- Rotation to the front of the magazine
- Our Calendar of Events is included
- We can have better control over the images and text content in the magazine
- This will also give us control over the website content at https://www.hiddenvalleys.com/

They have seen a rejuvenation of their efforts with new personnel and an updated website.

Annual contribution = \$1,200

City of Richland Center

### Payment Approval Report - Greater Richland Tourism Report dates: 7/1/2025-9/8/2025

Page: 1 Sep 08, 2025 07:51AM

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
IWMTV					
IWMTV	06/30/2025	GREATER RICHLAND TOURISM	15-51825-380 TOURISM - MAR	( 1,249.97	08/07/25
IWMTV	06/30/2025	GREATER RICHLAND TOURISM	15-51825-380 TOURISM - MAR	( 2,499.98	08/07/25
IWMTV	07/31/2025	GREATER RICHLAND TOURISM	15-51825-380 TOURISM - MAR	( 2,499.98	09/04/25
IWMTV	07/31/2025	GREATER RICHLAND TOURISM	15-51825-380 TOURISM - MAR	1,249.97	09/04/25
Total IWMTV:				7,499.90	
Milwaukee Magazine					
Milwaukee Magazine	06/30/2025	Tourism: Subscriptions	15-51825-380 TOURISM - MAR	900.00	08/07/25
Total Milwaukee Magaz	ine:			900.00	
RHYME BUSINESS PRODUC	CTS-PORTAG	E			
RHYME BUSINESS PROD		Tourism: Copier Lease	15-51825-341 TOURISM - COP	40.00	08/07/25
RHYME BUSINESS PROD	08/22/2025	Tourism: Copier Lease	15-51825-341 TOURISM - COP	40.00	09/04/25
Total RHYME BUSINES	SS PRODUCT	S-PORTAGE:		80.00	
Richland Center Rodeo Con					
Richland Center Rodeo Co	08/27/2025	Tourism: Grant Funding	15-51825-390 TOURISM - MISC	2,000.00	09/04/25
Total Richland Center F	Rodeo Commi	itee:		2,000.00	
RJB VIDEO LLC					
RJB VIDEO LLC	08/01/2025	GREATER RICHLAND TOURISM	15-51825-380 TOURISM - MAR	450.00	08/07/25
Total RJB VIDEO LLC:				450.00	
<b>Steinmetz, Erica</b> Steinmetz, Erica	08/22/2025	Tourism: Visitor Center Subcontra	15-51825-020 TOURISM - PART	330.00	09/04/25
Total Steinmetz, Erica:				330.00	
<b>/ISA</b> /ISA	07/15/2025	Tourism: USPS Postage	15-51825-330 TOURISM - POS	12.25	08/26/25
/ISA		Tourism: Visme Easy WebContent	15-51825-342 TOURISM - VOLU		08/26/25
/ISA	06/10/2025	Tourism: USPS Postage	15-51825-330 TOURISM - POS		08/26/25
/ISA		Tourism: USPS Postage	15-51825-330 TOURISM - POS		08/26/25
'ISA	06/30/2025	Tourism: Interest and Finance Ch	15-51825-340 TOURISM - OFFI		08/26/25
/ISA	07/31/2025	Tourism: Interest and Finance Ch	15-51825-340 TOURISM - OFFI		08/26/25
Total VISA:				79.28	
				11,339.18	

Item 7

					Item
City of Richland Center		Payment Approval Report - ( Report dates: 7/1		Sep 08, 2	Page: 2 2025 07:51AM
Vendor Name	Invoice Date	Description	GL Account and Title	Net Invoice Amount	Date Paid
			been referred to the Finance and Budge make the following recommendation:	et Committee,	
THAT THE CITY BILLS F	PRESENTED ON THIS	DAY BE PAID, WITH THE F	FOLLOWING ADJUSTMENTS AND/OR E	EXCEPTIONS:	
Dated:			-		
Finance:			-		
			-		
Filed in the office of the C	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"