



## OFFICIAL PUBLIC NOTICE

### MEETING OF THE TOURISM COMMISSION

MONDAY, JANUARY 12, 2026 AT 4:00 PM

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

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#### **Microsoft Teams Remote Meeting Info:**

[https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_N2EwMTc5ZDYtYTUxMS00MzUxLTgyZmYtZjRIMjFINTViMzM2%40thread.v2/0?context=%7b%22Id%22%3a%2214038f70-880a-4544-99f2-5408da444e94%22%2c%22Oid%22%3a%22de4acf0c-a016-4bef-a777-2688f84b7755%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_N2EwMTc5ZDYtYTUxMS00MzUxLTgyZmYtZjRIMjFINTViMzM2%40thread.v2/0?context=%7b%22Id%22%3a%2214038f70-880a-4544-99f2-5408da444e94%22%2c%22Oid%22%3a%22de4acf0c-a016-4bef-a777-2688f84b7755%22%7d)

**Meeting ID: 262 605 350 532 35**

**Passcode: Ce6eS3gG**

#### **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 regular November meeting minutes

#### **MONTHLY BUDGET REPORT**

2. Monthly Bill Payment Approval

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

#### **DEPARTMENT REPORT**

3. 2025 Website Traffic and Social Media Updates
4. Winter/Early Spring Updates  
*Canoecopia*  
*Governor's Conference on Tourism*  
*Advancing Greater Richland Tourism Separation*

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

**SET NEXT MEETING DATE** *First Monday of March*

#### **ADJOURNMENT**

Posted this 9th day of January 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 November Richland Center Tourism Commission Meeting, November 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, Dennis Fry, and Karin Tepley.

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

### **Hub City Dirt Drags Update**

Lacey Steffes from the Hub City Dirt Drags joined the commission meeting to introduce herself and provide a basic update on their two events. She shared that both the May and October events continue to grow and draw people from all over the Midwest of the United States. This past event at the Richland County Fairgrounds drew over 1200 paying attendees.

### **Travel Wisconsin Marketing Update**

Regional Tourism Representative, Drew Nussbaum, of Travel Wisconsin joined the commission and shared an overview of Travel Wisconsin's marketing plan and commented on the high effectiveness of Greater Richland Tourism's marketing efforts. Drew mentioned that both efforts feature outdoor exploration and activities, these are both strong attractions for urban dwellers within 3 hours of the Greater Richland Area and dovetail together to be quite effective.

### **July/August Bill Payment Approval:**

The Commission reviewed the listing of bill payments for the months of July and August of 2025, there weren't any questions from the Commission members. Dennis Fry made the motion to approve the payment report for July/August, Karin Tepley seconded that motion. A roll call vote was held: Fruit-yes, Walsh-yes, McCarvel-yes, Fry-yes, Tepley-yes. Motion unanimously passed.

### **2026 Proposed Budget Discussion and Approval**

Coordinator Richards walked the Tourism Commission Members through the proposed 2026 budget. There are only a few notes of change in 2025 vs 2026:

- Room tax revenue collection totals continue to increase as the third-party platforms get caught up with the new townships who have passed the ordinance.
- Coop advertising with Travel Wisconsin was removed from the budget as they no longer offer the e-mail marketing we had utilized.
- There was an increase to the Rhyme Copier Lease as we reached the end of our 3-year contract and they have increased that cost by \$80 a year.
- There is a new expense of \$3,235 for our website. The website is a micro-site of the City of Richland Center's site and the first few years were paid for by ARPA funds. In 2026 Greater Richland Tourism will assume that expense.
- There is not a proposed increase in the rate of investment in our streaming advertising campaign with Gray Media. However, there was discussion of shifting our investment in Milwaukee market advertising to the Minneapolis/St Paul markets due to a noticeable increase of visitors from those areas.

- The final proposed budget reflects \$107,750 of estimated room tax revenue and \$105,281 of annual expenses including marketing and other annual operating expenses for 2026.

One caveat to the proposed budget was explained by Richards that as Greater Richland Tourism shifts to a separate entity it will need to assume some costs that are currently covered under "City" operations. This will cause a need for a mid-year correction to this budget to account for those changes. However, those changes are not completely known at this time and will become apparent as we walk through that process.

Toni McCarvel made the motion to approve the 2026 Budget as proposed with the understanding this may need to change as the entity changes, Jayme Walsh seconded the motion. A roll call vote was held Fruit-yes, Fry-Yes, Walsh-yes, McCarvel-yes, Tepley-yes. Motion unanimously passed.

**Rhyme Copier agreement changes and approval for additional funds.**

Richards explained there was an increase to the Rhyme Copier Lease expense as we reached the end of our 3-year contract, and they have increased that cost by \$80 a year. Therefore, to remain under budget in that category for 2025 we would need to increase that budget by \$80.

Fry made the motion to increase the Copier Lease budget by \$80 for 2025, Tepley seconded that motion. A roll call vote was held: Fruit-yes, Walsh-yes, McCarvel-yes, Fry-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 through October. Streaming advertising has continued to be a huge driver of visitors to our website and to visit our area. Until we had a better understanding of the increase or decrease in annual room tax collections Director Richards had determined that it was prudent we pause streaming advertising for November.

Director Richards explained that we have seen continued increases in annual room tax collections over the budgeted amounts for 2025 and recommended that the Commission approve continuing the streaming marketing effort through December of 2025, in the amount of \$2,500 to run to the end of the year.

Karin Tepley made the motion to approve spending \$2,500 to continue streaming advertising with Gray Media in the amount of \$2,500 to resume streaming advertising through December of 2025 in the Chicago market only. Jayme Walsh seconded the motion, a voice vote was held: Fruit-yes, Fry-yes, Tepley-yes, Walsh-yes, McCarvel-yes. Motion passed unanimously.

**Department Updates:**

Director Richards offered a brief update:

- The weather was extremely favorable and the attendance for all Center Colorfest events was very strong. Lodging in October was full for most of the month and it appeared to be a strong time period for all tourism aspects.

**Next meeting and topics.**

None offered

It was determined that the next meeting is expected to be Monday, November, 3, 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.

## 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
<b>Canoecopia</b>					
Canoecopia	10/28/2025	Tourism: Booth Reservation	15-51825-410 TOURISM - TRAV	775.00	11/05/25
Total Canoecopia:					
				775.00	
<b>IWMtv</b>					
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	11/05/25
IWMtv	09/30/2025	GREATER RICHLAND TOURISM	15-51825-380 TOURISM - MARK	1,249.97	11/05/25
Total IWMtv:					
				7,499.90	
<b>Milwaukee Magazine</b>					
Milwaukee Magazine	08/27/2025	Tourism: Subscriptions	15-51825-380 TOURISM - MARK	900.00	09/18/25
Total Milwaukee Magazine:					
				900.00	
<b>RHYME BUSINESS PRODUCTS-PORTAGE</b>					
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	11/05/25
Total RHYME BUSINESS PRODUCTS-PORTAGE:					
				83.68	
<b>Richland Center Archery Club</b>					
Richland Center Archery Cl	09/15/2025	Tourism: Sponsorship Grant	15-51825-390 TOURISM - MISC	1,500.00	09/18/25
Total Richland Center Archery Club:					
				1,500.00	
<b>RJB VIDEO LLC</b>					
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	11/05/25
Total RJB VIDEO LLC:					
				1,350.00	
<b>VISA</b>					
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-	12/01/25

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-	12/01/25
VISA	10/06/2025	Tourism: Finance Charge	15-51825-390 TOURISM - MISC	3.80-	12/01/25
VISA	10/02/2025	Tourism: Finance Charge	15-51825-390 TOURISM - MISC	3.20-	12/01/25
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:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Dated: \_\_\_\_\_

Greater Richland Tourism:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Filed in the office of the City Clerk/Treasurer

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Report Criteria:

Invoices with totals above \$0.00 included.

Paid and unpaid invoices included.

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

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# GREATER RICHLAND TOURISM DIGITAL CAMPAIGN

## STREAMING TV PERFORMANCE METRICS

DECEMBER 16-31, 2025 (2 WEEKS)



### STREAMING TV



Total Impressions

70,946

Reach

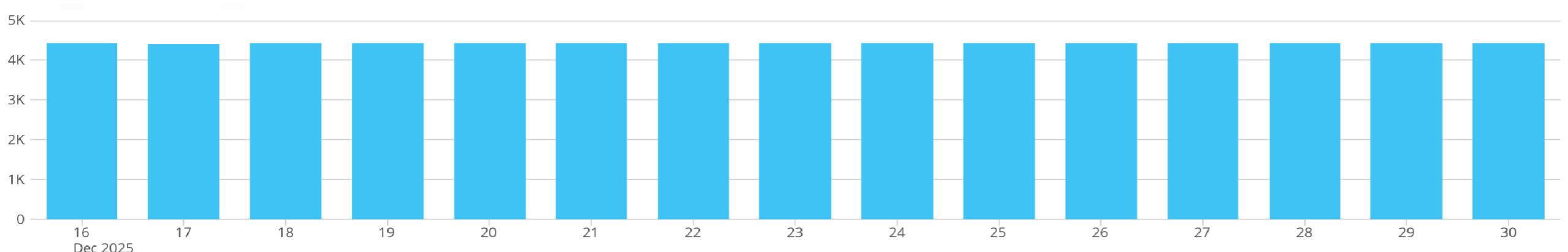
28,975

Frequency

2.45

Video Completion Rate

99.43%



Campaign Name	Impressions	Reach	Frequency
4070402_Streaming Video OTT 25' Chicago	70,946	28,975	2.45

Total Impressions in 2025

1,007,152

**Total Impressions** – The total number of times your Streaming TV ad was shown to viewers – each time it plays, it counts as one impression.

**Reach** – The number of unique (different) viewers who saw your ad at least once during your Streaming TV campaign. Reach answers “how many different people saw our ad?”

**Frequency** – the average number of times each person saw your ad during your campaign.

**Video Completion Rate** – Video Completion Rate is a number out of 100%. It represents the percentage of viewers who watched your entire ad from start to finish. A high VCR means your ad is engaging, and people are sticking around! Our station goal is to keep you above 94%.

In Dec, we delivered your message to the select Chicago market nearly **71,000 times!**

**Your video had a completion rate of 99.43%!**

# GREATER RICHLAND TOURISM DIGITAL CAMPAIGN

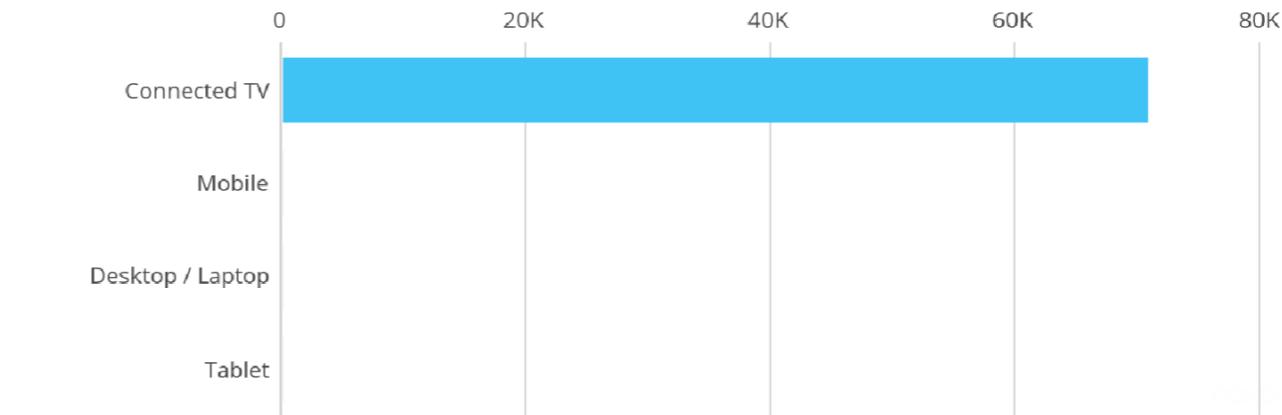
## STREAMING TV PERFORMANCE METRICS



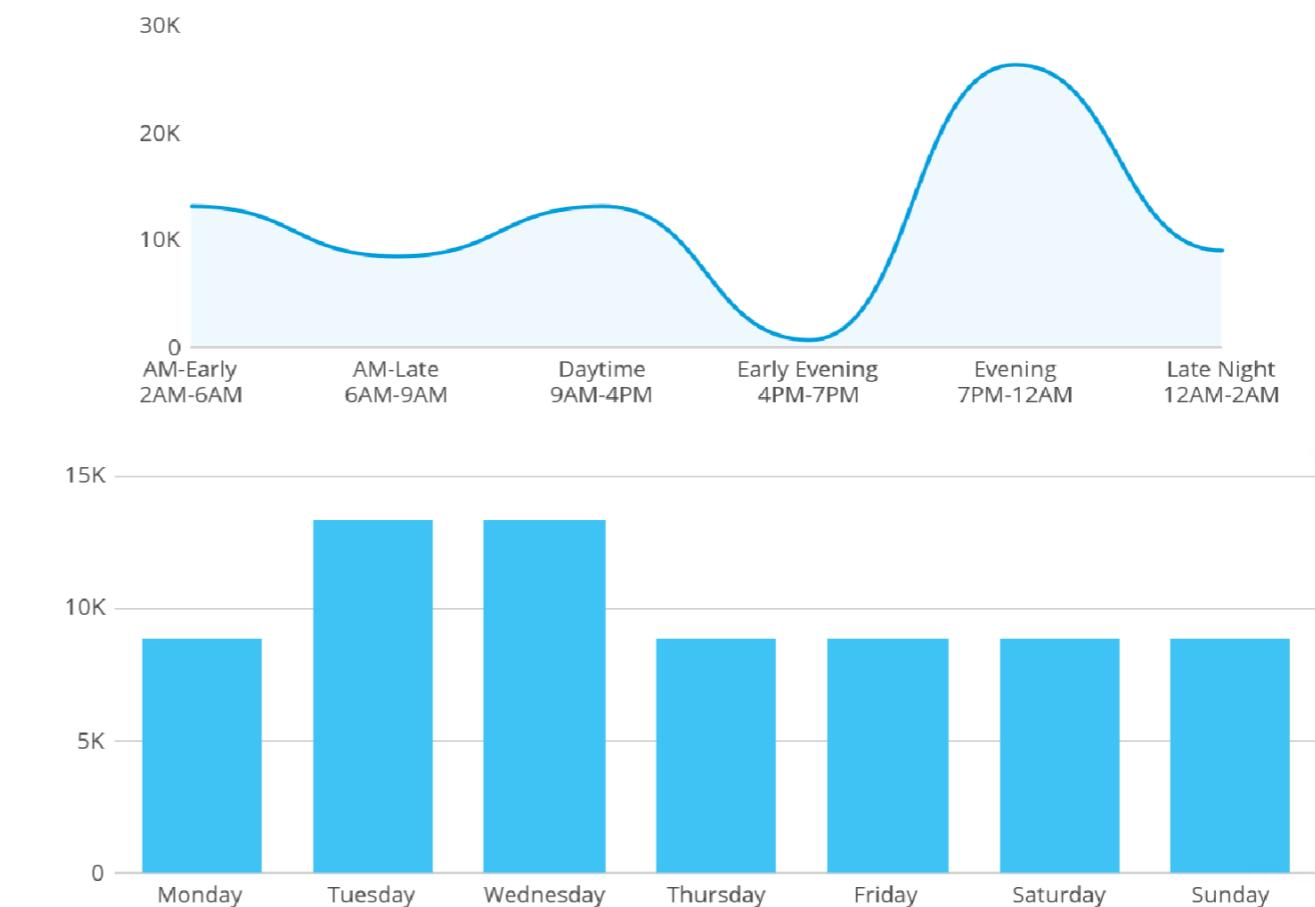
Impressions by Publisher Network

Publisher	Impressions
The Roku Channel	24,303
Watchfree+	14,676
Tubi	9,845
Samsung TV Plus	3,579
Pluto TV	2,406
Philo	923
Samsung TV Plus News	646
Hulu	587
Fox	560
Tubi	542
Teevee mobile Telly TV	460
Disney+	433
Samsung TV Plus iontv	378
AMC LG TV	358
att.tv	326
Samsung TV Plus General-Variety	244
Sling TV	234
Vizio	207
The Roku Channel iontv	195
Vix Univision	189
The Roku Channel ROKU	177
DirecTV Fox Networks	162
Att tv fetv	153
Frndly TV	151
Samsung TV Plus ionmystery	146
peacock_ax	141
DirecTV NBC	139
Pluto TV	133
Sling TV	133
The Roku Channel wfld	126
The Roku Channel the first 10	

Impressions by Device



Impressions by Daypart & Day of Week

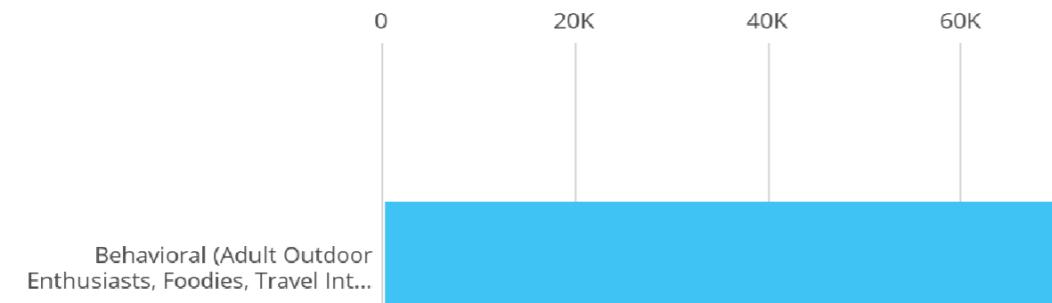


# GREATER RICHLAND TOURISM DIGITAL CAMPAIGN

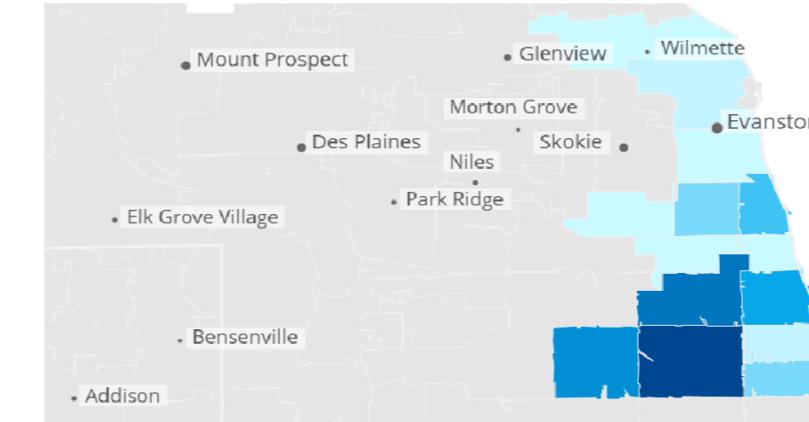
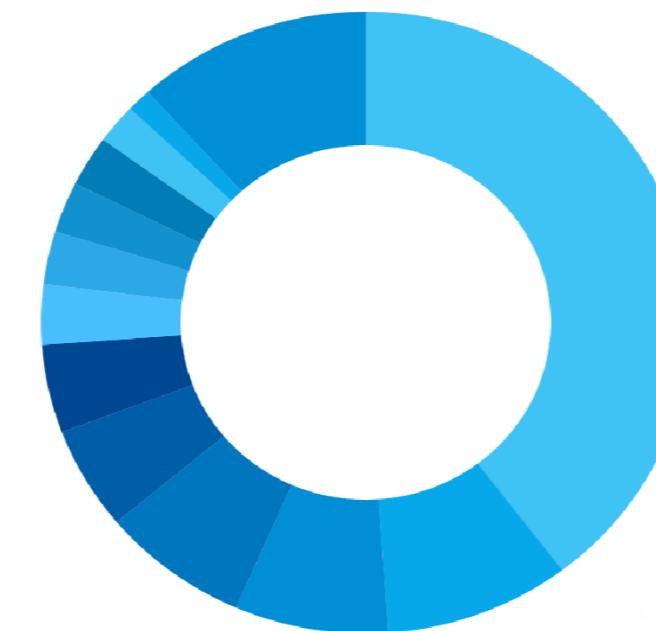
## STREAMING TV PERFORMANCE METRICS



Impressions by Target Audience & Content Channels



Run Of Network	39.65%
Documentary	9.25%
Kids-Fam	7.65%
Drama	7.37%
Comedy	5.35%
News	4.6%
Entertain	3.12%
Reality	2.75%
Action	2.65%
Crime	2.63%
Talk-Show	2.06%
Movie	1.21%
Other	11.72%



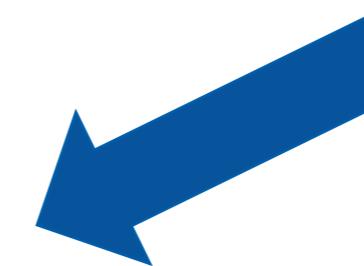
City	Zipcode	Impressions
CHICAGO TOTAL		62,376
EVANSTON TOTAL		4,386
Cook	60657	1,979
COOK TOTAL		1,979
WILMETTE TOTAL		1,723
Lincolnwood	60712	482
LINCOLNWOOD TOTAL		482
GRAND TOTAL		70,946

# GREATER RICHLAND TOURISM

## WEBSITE ANALYTICS JAN 2024 – DEC 2024 ONLY

Page Detail	Views
/tourism	7,527
/tourism/calendar	4,573
/tourism/page/main-events	2,028
/tourism/page/thunderfest-2024	1,784
/tourism/page/day-trips-agritourism	1,639
/tourism/page/lodging	1,589
/tourism/page/local-experiences	1,576
/tourism/page/richland-centers-rotary-lights-park	1,558
/tourism/page/eagle-cave-resort	1,499
/tourism/page/muscoda-morel-mushroom-festival	1,336
/tourism/page/2024-muscoda-morel-mushroom-festival	1,293
/tourism/page/thunderfest	1,272
/tourism/page/hub-city-dirt-drags	1,164
/tourism/page/recreational-trails-atv-utv-routes	1,147
/tourism/page/preserved-effigy-mounds	1,034
/tourism/page/ocooch-mountains-richland-county	1,008
/tourism/page/pier-county-park-rockbridge	957
/tourism/custom-contact-page/tourism-contact-information	954
/tourism/page/2024-richland-county-fair	929
/tourism/page/wisconsin-high-school-rodeo-finals-0	844
/tourism/page/richland-center-area-city-wide-garage-sales	787
/tourism/page/2024-dairy-days-and-rodeo-parade-registration-form	745
/tourism/page/outdoor-exploration	743
/tourism/page/fire-hills-motor-show	714
/tourism/page/2024-lone-rock-4th-july-celebration	692
/tourism/page/2024-canyon-lights-parade-registration-form	691
...	
/tourism/page/richland-hospital-and-clinics	1
/tourism/page/vetesniks-power-sports-snowmobile-safety-education-class	1
	80,980

In 2024 (Jan – Dec), we have measured that there were **80,980 website pageviews JUST to your tourism pages!!**



\*Keep in mind we were not running mid-October through mid-November Streaming TV in November



# GREATER RICHLAND TOURISM

## WEBSITE ANALYTICS JAN 2025 – DEC 2025 ONLY



Page Detail	Views
/tourism	10,259
/tourism/calendar	4,007
/tourism/page/main-events	2,227
/tourism/page/lodging	1,868
/tourism/page/thunderfest-2025	1,833
/tourism/page/2025-richland-county-dairy-breakfast	1,815
/tourism/page/eagle-cave-resort	1,657
/tourism/page/day-trips-agritourism	1,627
/tourism/page/2025-richland-county-fair	1,551
/tourism/page/hub-city-dirt-drags	1,516
/tourism/page/local-experiences	1,505
/tourism/page/richland-centers-rotary-lights-park	1,240
/tourism/page/2025-wisconsin-high-school-rodeo-state-finals	1,142
/tourism/custom-contact-page/tourism-contact-information	1,133
/tourism/page/thunderfest	1,011
/tourism/page/hub-city-dirt-drags-spring-opener	852
/tourism/page/starlite-motel	841
/tourism/page/2025-muscoda-morel-mushroom-festival	830
/tourism/page/preserved-effigy-mounds	826
parade	818
/tourism/page/ocooch-mountains-richland-county	796
/tourism/page/pier-county-park-rockbridge	795
/tourism/page/2025-driftless-area-deer-classic	791
/tourism/page/anaway-place	791
/tourism/page/2025-cazenovia-celebration	686
/tourism/page/recreational-trails-atv-utv-routes	641
/tourism/page/outdoor-exploration	624
/tourism/page/richland-area-farmers-market	593
/tourism/page/wisconsin-high-school-rodeo-state-finals	564
/tourism/page/1921-ad-lounge	561
...	
/tourism/page/hub-city-dirt-drags-2	1
/tourism/page/richland-area-rescue-spoontacular-party	1
90,286	

In 2025 (Jan – Dec) we have measured that there have been **90,285\*** website pageviews JUST to your tourism pages!!



\*Keep in mind we were not running Streaming TV in November