

TOURISM COMMITTEE

Tuesday, December 10, 2019

Medford Chamber office

Call Meeting to Order: Gene Knoll called the meeting to order at 2:30 p.m.

Members Present: Gene Knoll, Diane Albrecht, Krist Punzel, Earl Hinkel, Don Liske, Ken Klahn, Michelle Grimm and Dave Lemke were present.

Members Absent: Krist Punzel

Other Attendees: Sue Emmerich-Chamber Office, Brian Wilson-Star News and Andria Farrand.

Approve the Agenda: Hinkel motioned to approve the agenda, seconded by Liske. Motion carried.

Approve the Minutes of the October 15, 2019 meeting: Liske motioned to approve the minutes, seconded by Lemke. Motion carried.

Promotional Request- Medford Lions Club- Perkinstown Tramp: Received request from The Medford Lions Club to support the 8th annual Perkinstown tramp Snowshoe race on January 18, 2020. This is an event that is put on by all Taylor County Lions Clubs and they all share in the profits. Motion by Hinkel to approve the request of \$1000.00, seconded by Albrecht. Motion carried.

After further discussion, the committee decided it would be a good idea to get banners that can be hung at the events we sponsor. Motion by Hinkel, seconded by Lemke to purchase the banners. Farrand will get the contact info from Emmerich and will purchase 2 banners.

Reports:

Chamber of Commerce: Emmerich said that Vi is now trained to do the Chamber updates on Facebook. They have had more issues with the sign on Hwys 13 and 64, but they now think it is due to the outage issues Charter has been having. They are switching to TDS in January.

Star News: Wilson said the Winter Recreation guide is underway, and he has been at Lublin and Gilman events the past weekend. He will visit the Courthouse next week and get pictures of the decorations as there is a door decorating contest.

Progress 2020 was discussed; it is a publication put out every 10 years which features local businesses. It is a good marketing tool and the committee agreed we should take out a half page ad for \$410.00. Motion by Klahn, seconded by Hinkel to run the ad. Motion carried. Grimm and Emmerich will work with Wilson.

Report on past, current or future tourism activities or events: Farrand presented the ad that will be running in the Star News and shoppers to promote the Winter Sports Area. It is opening December 26th. Wilson suggested running ads in Price and Rusk County papers as well and he will provide us with pricing. Motion by Liske, seconded by Albrecht to run the additional ads. Motion carried.

Farrand to get a list of schools from Huey's so we can send Perkinstown mailers.

Liske talked about Assembly Bill 652 providing funding for statewide mapping projects as well as an app. He also added that if we would open our trails to UTV's it could bring in an additional \$30,000.00 a year. He will keep us posted on the bill's progress.

Klahn shared an article on Off Roading and suggested we promote the National Forest to them. Several suggestions were made, Fun Run Book, direct mailers to ATV clubs and just starting some communication with them. This will be added to future agendas to start developing a network.

Public input/correspondence: None.

Approve the invoices: The Tourism invoices from the Chamber, Star News and WKEB as presented by Farrand totaled \$1455.70. Motion by Lemke, seconded by Hinkel to approve the invoices. Motion carried.

Next Committee Meeting: The next meeting is scheduled for Tuesday, February 11, 2020 at 2:30 p.m., at the Chamber Office.

Adjournment: Albrecht motioned to adjourn, seconded by Hinkel. Motion carried. Meeting adjourned at 3:47 p.m.

Andria Farrand
County Clerk

TOURISM COMMITTEE

Tuesday, October 15, 2019

Medford Chamber office

Call Meeting to Order: Gene Knoll called the meeting to order at 2:30 p.m.

Members Present: Gene Knoll, Diane Albrecht, Krist Punzel, Earl Hinkel, Don Liske, Ken Klahn, Michelle Grimm and Dave Lemke were present.

Members Absent: none.

Other Attendees: Sue Emmerich-Chamber Office, Brian Wilson-Star News and Andria Farrand (arrived 2:40).

Approve the Agenda: Klahn motioned to approve the agenda, seconded by Hinkel. Motion carried.

Approve the Minutes of the August 13, 2019 meeting: Liske motioned to approve the minutes, seconded by Punzel. Motion carried.

Taylor County Maps: Farrand provided an update to the committee. The last purchase of TC maps was in July 2007. We purchased 25,700 for \$8347.36. After contacting the last company to produce them, Forms Specialists, they advised they no longer have that capability. There was discussion as to the increased use of cell phones for maps and it was decided to live with what we have. Emmerich asked if we could do an app for the map, and Liske stated that Vilas County does have an app for theirs.

Reports:

Chamber of Commerce: Emmerich stated they were having sign issues again, so they were going to contact Stratford Sign. She provided a recap of the very successful WHEDA meeting held last month and attended by 52 people from all different businesses throughout Taylor County.

Emmerich mentioned there is a new group of 40 Chamber Ambassadors, working on the various activities. Harvest Fest is the next event and they have added a band Friday night at Marilyn's, street vendors, food vendors, a sensory free zone and an elderly zone to the already popular parade, as well as other fun activities throughout the weekend

Star News: Wilson presented the new Visitor Guide to the committee.

Report on past, current or future tourism activities or events: Wilson said the new lighted sculpture for the park is almost complete and will be in the Veterans area on the east side once completed.

Lemke stated the International Maple Syrup Institute is holding their 2020 convention in La Crosse and it would be good for Taylor County to have representation there. Klahn suggested we promote Maplefest there as well and will talk to the Maplefest Committee. Knoll asked this be added to the upcoming agendas, so we keep it at the forefront.

Punzel mentioned attendance for Ice Age days was down. Further discussion concluded there are often times multiple events are taking place at the same time.

Lemke stated the parades in Ogema and Colby were well attended.

Liske stated Matt from the Forest Service advised the new bridge over McKenzie Creek is complete as well as the new section of trail in the Spirit area. The City agreed to open streets in town to ATV/UTV to residents only to get the nearest trail, but Main St is still not open. Knoll added the City wants to take it in steps.

Lemke asked if the Winter Sports Area was ready to go, Farrand confirmed the Clerk's office is prepared to take bookings and will contact Ludwig about having the phone at the Chalet forwarded to the Clerk's office.

Wilson stated the Curling Club has asked to host some national events in 2021, and the board is deciding which ones.

Knoll stated the "new" snowmobile trail is becoming a reality after many years of work. The Taylor County end of it is approved, but it has been too wet to work on over the summer. He also stated that all of the trail system was submitted for funding and was approved. We will now get revenue for maintaining the trail.

Public input/correspondence: Farrand provided information on the printing of 2000 more Pine Line Trail brochures. The last 2000 were printed in 2017 at a cost of \$507.00 and this year we were quoted \$471.50 with no changes, but there is a minor change needed so the cost would be slightly more. Motion by Klahn, seconded by Lemke to move forward with ordering 2000 Pine Line brochures at a cost not to exceed \$500.00. Motion carried.

Approve the invoices: The Tourism invoices from the Chamber, Star News, Stratford Sign and WKEB as presented by Farrand totaled \$1619.49. Motion by Hinkel, seconded by Punzel to approve the invoices. Motion carried.

Next Committee Meeting: The next meeting is scheduled for Tuesday, December 10, 2019 at 2:30 p.m., at the Chamber Office.

Adjournment: Albrecht motioned to adjourn, seconded by Punzel. Motion carried. Meeting adjourned at 3:36 p.m.

Andria Farrand
County Clerk

TOURISM COMMITTEE

Tuesday, August 13, 2019

Medford Chamber office

Call Meeting to Order: Gene Knoll called the meeting to order at 2:30 p.m.

Members Present: Gene Knoll, Diane Albrecht, Krist Punzel, Earl Hinkel, Don Liske, Ken Klahn and Dave Lemke were present.

Members Absent: none.

Other Attendees: Jeff Ludwig, Sue Emmerich-Chamber Office, Kelly Schmidt- Star News, Melanie Fullman – USFS-Medford-Park Falls District Ranger, Jeff Anderson- Wisconsin Department of Tourism and Andria Farrand were also present.

Approve the Agenda: Albrecht motioned to approve the agenda, seconded by Liske. Motion carried.

Approve the Minutes of the June 11, 2019 meeting: Hinkel motioned to approve the minutes, seconded by Lemke. Motion carried.

Update on Mondeaux Lodge renovation project: Fullman reported to the committee that they have received bids for an extensive renovation on the lodge, and it needs to be awarded by September 30, 2019. The plan is to begin this fall and next summer, so it is ready for the 2021 season. Once finished the lodge will become a year-round opportunity. The project has been waiting three years as it was waiting for funding.

Update from Jeff Anderson- Wisconsin Department of Tourism: Anderson provided several handouts to the committee regarding the impact tourism has on our county and the state of Wisconsin as a whole. He has offered to attend a County Board session to convey the importance, and he has been penciled in on the October agenda.

Winter Sports Area:

Update from Jeff Ludwig: Ludwig stated if the committee goal is to utilize the building all year, the location itself makes it very difficult to manage. Lemke stated we should have it open by Christmas vacation, but Ludwig said the numbers of past years do not support opening early. He went on to state that last season it wasn't open until late January, but we got about the same number of people in the condensed season. Ludwig also added that if we plan to make snow, we will need to drill a high capacity well or add a pond which requires involvement from the Army Corps of Engineers as it is bordering wetlands. We would also have to convert the electric service to three phase which is very costly.

Ideas from Committee members: Klahn suggested we do a survey and get the feedback of the people using the winter sports area. Better marketing was also suggested and Emmerich offered to work with Ludwig on that.

Supervisor Knoll departed the meeting at 3:54, Supervisor Albrecht chaired the remainder of the meeting.

Taylor County Maps: Farrand stated we are running low on Taylor County maps and was asked to find out how many were ordered previously and at what cost.

2020 Tourism budget: Klahn stated we need to demonstrate to the County Board the importance of tourism in the county, Lemke added we are the only group that brings people into

the county. Klahn motioned, seconded by Punzel to ask for a \$2500.00 increase to the 2020 budget. Motion carried.

Reports:

Chamber of Commerce: Emmerich invited all committee members to attend the Taylor County Community Resource Forum which will be held at Marilyn's on September 20th. She also told the committee she adds events to the Travel Wisconsin website, so we should get all event details to her.

Star News: Kelly Schmidt was in attendance and said the paper is publishing articles in advance of events to promote them. The new visitor guide, "8 ways to beat the winter blues" will be coming out in the beginning of October, so there is still time to get ads in.

Report on past, current or future tourism activities or events: Emmerich reminded everyone of the upcoming Chair Affair and Parkfest in Medford and the American legion Brat sale in Rib Lake.

Public input/correspondence: none

Approve the invoices: The Tourism invoices from the Chamber, Star News and WKEB as presented by Farrand totaled \$1215.95. Motion by Lemke, seconded by Klahn to approve the invoices. Motion carried.

Next Committee Meeting: The next meeting is scheduled for Tuesday, October 8, 2019 at 2:30 p.m., at the Chamber Office.

Adjournment: Hinkel motioned to adjourn, seconded by Punzel. Motion carried. Meeting adjourned at 4:34 p.m.

Andria Farrand- County Clerk

TOURISM COMMITTEE

Tuesday, June 11, 2019
Medford Chamber office

Call Meeting to Order: Gene Knoll called the meeting to order at 2:30 p.m.

Members Present: Gene Knoll, Diane Albrecht, Krist Punzel, Earl Hinkel, Don Liske, Ken Klahn were present.

Members Absent: Dave Lemke

Other Attendees: Michelle Grimm, Sue Emmerich-Chamber Office, Brian Wilson- Star News, and Andria Farrand were also present.

Approve the Agenda: Albrecht motioned to approve the agenda, seconded by Hinkel. Motion carried.

Approve the Minutes of the April 09, 2019 meeting: Punzel motioned to approve the minutes, seconded by Liske. Motion carried.

Review Rules of use for the Electronic Billboard on Hwy 64 and 13: Emmerich discussed the calls she receives asking for many different types of events to be posted to the billboard. This includes the posting of individual athletes going to State, which is not allowed per the rules. The committee discussed various scenarios of listing individual names for school events as well as local fundraising events. There was a motion by Klahn, seconded by Punzel to limit to the school team or event, and not list the individuals. Motion carried. The discussion continued about the posting of class reunions. There was a motion by Klahn, seconded by Hinkel to allow it as long as the school is named in the post. A roll call vote cast, all six (6) voted aye and the motion carried.

Reports:

Chamber of Commerce: Emmerich stated that Andrea Buksa is no longer with the Chamber office and Beth Wilson is helping them out by keeping the social media pages updated. She also mentioned that all high school students will be required to have 5 Community Service hours per year in order to graduate.

Star News: Wilson stated the May/June event posters are out and highlighted a few of the events coming up; Knights of Mayhem and Whittlesey Fest to name a few. Wilson mentioned we should let him know if we are running low on the recreation guides, so he can replenish. He also mentioned having some type of pamphlet rack at the outdoor sites, similar to what is used for the "Little Free Libraries", so we can have information available at places like Mondeaux and Diamond Lake with no indoor space to leave them.

Perkinstown Winter Sports Area improvements: Knoll advised the committee that we have \$2,500.00 extra in our 2019 budget and asked all to bring ideas to the August meeting for potential improvements to the WSA including our advertising plan on social media, radio and newspaper. Wilson also said we should have the plan ready to go, so that when we are ready to open, we are ready to run our ads.

Jeff Ludwig, Buildings, Grounds and Parks Director will also be invited to the August meeting, and Knoll asked that he bring along the revenue information for the past three years for the committee to review.

Resolution requesting declaration of the second Saturday in May 2020 as World Migratory Bird Day: Albrecht made a motion, seconded by Punzel to approve the resolution as presented. Motion carried.

Report on past, current or future tourism activities or events: Wilson asked for events to add to the next poster.

Public input/correspondence: none

Approve the invoices: The Tourism invoices from the Chamber, Star News and WKEB as presented by Farrand totaled \$2715.00. Motion by Liske, seconded by Hinkel to approve the invoices. Motion carried.

Next Committee Meeting: The next meeting is scheduled for Tuesday, August 13, 2019 at 2:30 p.m., at the Chamber Office.

Adjournment: Albrecht motioned to adjourn, seconded by Punzel. Motion carried. Meeting adjourned at 3:28 p.m.

Andria Farrand- County Clerk

TOURISM COMMITTEE

Tuesday, April 9, 2019

Lemke's Sugar House

Call Meeting to Order: Gene Knoll called the meeting to order at 2:37 p.m.

Members Present: Gene Knoll, Diane Albrecht, Krist Punzel, Earl Hinkel, Dave Lemke, Don Liske were present.

Members Absent: Ken Klahn

Other Attendees: Michelle Grimm, Andrea Buksa-Chamber Office, Brian Wilson- Star News, Jeff Anderson-Wisconsin Department of Tourism, Brad and Eric Dahlvig - WIGM Radio and Andria Farrand were also present.

Approve the Agenda: Albrecht motioned to approve the agenda, seconded by Hinkel. Motion carried.

Approve the Minutes of the February 21, 2019 meeting: Hinkel motioned to approve the minutes, seconded by Punzel. Motion carried.

Radio advertising with WIGM: Brad and Eric Dahlvig of WIGM were present to discuss current and future advertising. Brad said they focus on the upcoming events to highlight. It was decided there are really 2 different missions the committee wants the advertising to accomplish; for Taylor County citizens to learn about the different departments in the county and for travelers to hear about all the tourist attractions. It was suggested that the radio post its frequencies on the Taylor County welcome signs to better promote them, and for people passing through to tune in to local radio. Brad will check in to this.

Reports:

Star News: Wilson talked about the new Visitors Guide that just came out. The ATV/UTV map was unfortunately not updated but will be in the next issue. He also mentioned people holding events are asking for copies to make available. Buksa said she has received requests and shipped a box each to Walworth County, Platteville Welcome Center, Marinette Welcome Center and the West Allis Library.

He provided an update on the photo contest winners that were chosen at the Home Show and the top 3 received a prize. The recent hand bell concert at Immanuel Lutheran was a big success and many of the 140 people involved in the event stayed in the area for the night.

Chamber of Commerce: Buksa presented her report of past events and mentioned she attended the Tourism Conference in Wisconsin Dells.

Report on past, current or future tourism activities or events: Lemke reminded all that Maplefest is April 27 and highlighted all the events of the day.

Public input/correspondence: Jeff Anderson of the Wisconsin Department of Tourism addressed the committee and wanted all to know he is available as a resource.

Approve the invoices: The Chamber invoices from February/March totaled \$128.76. The remaining Tourism invoices from the Chamber, Star News and WKEB as presented by Farrand totaled \$1962.50. Motion by Hinkel, seconded by Liske to approve the invoices. Motion carried.

Next Committee Meeting: The next meeting is scheduled for Tuesday, June 11, 2019 at 2:30 p.m., at the Chamber Office.

Adjournment: Albrecht motioned to adjourn, seconded by Hinkel. Motion carried. Meeting adjourned at 3:31 p.m.

Andria Farrand- County Clerk

TOURISM COMMITTEE

Tuesday, February 19, 2019

Courthouse - 3rd Floor Board Room

Call Meeting to Order: Gene Knoll called the meeting to order at 2:30 p.m.

Members Present: Gene Knoll, Diane Albrecht, Krist Punzel, Earl Hinkel, Dave Lemke, Don Liske and Ken Klahn were present.

Members Absent: None

Other Attendees: Michelle Grimm, Andrea Buksa-Chamber Office, Brian Wilson- Star News, Karen Wegerer – Rainbow Gymnastics, Joe Scott- Chequamegon Bird Club and Andria Farrand were also present.

Approve the Minutes of the December 11, 2018 meeting: Hinkel motioned to approve the minutes, seconded by Punzel. Motion carried.

Approve the Agenda: Albrecht motioned to approve the agenda, seconded by Klahn. Motion carried.

Review the request from Rainbow Gymnastics for \$500.00 for their Rainbow Spectacular event: Karen Wegerer spoke to the committee about the organization and their upcoming event. This gymnastics event brings in about 350 athletes and their families from Wisconsin, Michigan and Minnesota for the weekend. Her request was not initially for advertising, which is the intent of the grants, so the committee explained that if the money was directed toward advertising, it would be approved. Karen agreed it could be designated to promoting the event and the Medford area as they create area maps, etc. that are handed out to participants and their families to find local attractions. Motion by Liske and seconded by Hinkel to approve the funds request. Motion carried.

Review the request from The Chequamegon Bird Club for \$125.00 for their application to the Wisconsin Bird County: Joe Scott spoke on behalf of the Chequamegon Bird Club and the request for the money for reimbursement for their application. Grimm reminded the committee that this is an annual request as they were initially referred to the Tourism committee for this funding. Joe explained the plans to change the venue for their World Migratory Bird Day event to the City of Medford to hopefully draw a larger crowd than they have in the past at the Winter Sports Area. Motion by Hinkel to approve the funds request, seconded by Liske. Motion carried.

Review advertising in the Taylor County Tourism Book: The Star News reached out to see if we were interested in an ad in the Spring/Summer Taylor County Tourism Guide. Past editions were reviewed, and it was agreed upon to place a full-page ad either on the back cover or the inside back cover. A motion was made by Punzel, seconded by Lemke to approve placing an ad in the next edition of the Taylor County Tourism Guide. Motion carried. It was suggested we advertise our newly resurfaced Pine Line Trail as well as the recently passed ordinance which now allows ATV's on some of the County roads. Buksa to coordinate with the Star News.

Reports:

Star News: Wilson talked about the past events; the opening of the Winter Sports Area and two Bonspiels held at the Curling Club in January. There were flyers distributed for the bonspiels advertising the local establishments, some offering coupons and they were very well received.

Chamber of Commerce: Buksa presented the poster of upcoming events as well as the list of past events.

Report on past, current or future tourism activities or events: Maplefest signs were distributed and another successful event is planned.

Public input/correspondence: No public input.

Approve the invoices: The Chamber invoices from December/January totaled \$155.71. The remaining Tourism invoices from the Chamber, Star News and WKEB as presented by Farrand totaled \$912.50. Motion by Albrecht, seconded by Punzel to approve the invoices. Motion carried.

Next Committee Meeting: The next meeting is scheduled for Tuesday, April 9, 2019 at 2:30 p.m., at the Chamber Office.

Adjournment: Albrecht motioned to adjourn, seconded by Klahn. Motion carried. Meeting adjourned at 3:29 p.m.

Andria Farrand- County Clerk