

TOURISM COMMITTEE

Tuesday, December 14, 2021

County Board Room-Taylor County Courthouse

Call Meeting to Order: Gene Knoll called the meeting to order at 11:00 a.m.

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

Members absent: Don Liske.

Other Attendees: Kayla Ahles and Billie Hartwig - Medford Chamber, Monica Halopka- Huey's Hideaway, Brian Wilson-Star News, Ron Sromek and Andria Farrand.

Approve the Agenda: Albrecht made a motion, seconded by Lemke to approve the agenda. Motion carried.

Approve the Minutes of the October 12, 2021 meeting: Punzel motioned, seconded by Hinkel, to approve the minutes. Motion carried.

Tourism Grant requests:

Taylor County Lions-Maple Fest: Ken Klahn represented the Maple Fest committee's request for \$3,500.00. He stated they are planning to spend more money this year to get the word out since the event has been cancelled the past 2 years. The highest attendance at the 1-day event was 3800, and the average is 3000. Motion by Albrecht, seconded by Hinkel, to approve the request for \$3,500.00 for advertising. Motion carried.

Medford Lions Club-Perkinstown Tramp: Dave Lemke represented the Medford Lion's request for \$1,000.00 for advertising the event in its 26th year. Motion by Hinkel, seconded by Punzel, to approve the request for \$1,000.00 for advertising. Motion carried.

Huey's Hideaway: Monica Halopka represented Huey's Hideaway's request for \$1,000.00 to advertise their summer day camp. They run the camp for 12 weeks, 5 days a week and are hoping to draw kids from other counties. They can have up to 16 kids a week and each week has a theme. Motion by Punzel, seconded by Lemke, to approve the request for \$1,000.00 for advertising the summer day camp. Motion carried. Knoll asked that they report back to the committee on whether they did bring in kids from other counties.

Taylor County Maps: Farrand handed out the new maps to the committee and all were impressed with the new map. Several committee members took a box of maps to distribute throughout the county.

Update on Ornerly Mule Racing: Grimm provided an update and said they're still planning the event for next August 27th. They are working on sign up and getting volunteers from running clubs.

Update on applying for grants: Ahles stated the committee applied for the Tourism Capital Grant requesting over \$2 million. It was submitted before the due date of November 12th and they expect to hear back in December if it is approved.

Discover Wisconsin segment or ?: The committee agreed the Discover Wisconsin segment at \$45,000.00 is too expensive and has decided to form a committee of: Grimm, Lemke, Hartwig and Ahles to reach out to Mike Beebe to see if he is interested in shooting some video footage. Motion by Klahn, seconded by Punzel, to authorize the committee to spend \$2500.00 to get started. Motion carried. Farrand to notify Josh Ostermann of Discover Wisconsin we are not interested at this time.

The committee then discussed the many winter events to capture, from fishing contests to the Ptown Tramp, Hinder Binder, Vintage Snowmobiles, etc.

Reports:

Star News: Wilson stated now they have everything in place whenever we need to have more maps printed. He also presented a graphic available for merchandise to sell at the Winter Sports Area. Finally he talked about whether or not the committee was interested in having placemats printed again at an estimated cost of \$1400.00 per 10,000. He also discussed bringing back the monthly activity posters at a cost of a few hundred dollars a year. He will forward more accurate pricing.

Chamber report: Ahles reported a very successful Harvest days with about 500 cars participating in the Spooky Path. They also had adult trick or treating, family day and the parade with a good crown and over 70 floats. The **Ole'** Fashioned Christmas fireworks were also a big hit. Upcoming events include: Women's Weekend, February 25-26 and the Home and Business Expo, March 25-27.

Public input/correspondence: Ron Sromek was present to ask the committee about restoring the artisan spring on Hwy M by Ptown. After some discussion, it was agreed that he should bring this to the Highway Committee meeting on December 21st. Farrand to notify Scott Mildbrand to add to the agenda.

Approve the invoices: Invoices were presented by Farrand, totaling \$4,747.13. Motion by Klahn, seconded by Lemke, to approve the invoices as presented. Motion carried.

Next Committee Meeting: The next meeting is scheduled for Tuesday, February 8th at 11:00 a.m. in the third floor County Board Room.

Adjournment: Albrecht motioned to adjourn, seconded by Punzel. Motion carried. Meeting adjourned at 12:05 a.m.

Andria Farrand
County Clerk

TOURISM COMMITTEE

Tuesday, October 12, 2021

County Board Room-Taylor County Courthouse

Call Meeting to Order: Gene Knoll called the meeting to order at 11:00 a.m.

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

Members absent: None.

Other Attendees: Kayla Ahles - Medford Chamber, Brian Wilson-Star News and Andria Farrand.

Approve the Agenda: Hinkel made a motion, seconded by Lemke to approve the agenda. Motion carried.

Approve the Minutes of the August 10, 2021 meeting: Hinkel motioned, seconded by Klahn, to approve the minutes. Motion carried.

Approve the invoices: Invoices were presented by Farrand, totaling \$4128.27. Motion by Klahn, seconded by Lemke, to approve the invoices as presented. Motion carried.

Taylor County Maps: Farrand presented the Taylor County map proof from the Star News for the committee's approval. Brian Wilson also talked about the creation of the map with help from the County Surveyor's office. There was discussion about whether all the trails were on the map, and if they should be, specifically the new snowmobile trail off of Park Rd. Knoll asked Liske to work with Wilson to finalize the map. Delivery will be approximately 15 days after the proof is finished.

Mondeaux update: Knoll read the email from Daniel Ecklund, District Manager, Medford/Park Falls Forest Service. Updates are being finished and they are planning to be done by the end of October. They are now working on getting a concessionaire for the lodge when it re-opens next May.

Kathryn Lake campground: The Chamber received an inquiry about the campground and Kathryn Lake, wondering if it would be reopened. Liske provided some details, stating it has been classified to a dispersed camping area, with the well capped and outhouse facility is removed. There was some interest in making it a campground again, but there were too many restrictions.

Update on applying for grants: Ahles stated that Sue Emmerich, Doug Gasek and herself met and have been reviewing possible grants and will continue to update. Farrand to forward the grant info recently received from Jeff Anderson.

Reports:

Chamber report: Ahles said Parkfest was attended by approximately 3000 and a big success. As a result a committee has been formed to raise funds to put up a band shelter in the park for

future events. The next event is the Harvest Parade on Sunday, October 31st at 2:00. There was some discussion about having a "float" with the Tourism banner in the parade. Motion by Lemke, seconded by Hinkel, to spend up to \$150.00 on candy. Motion carried. Ahles also stated she's been updating the Tourism Facebook page.

Star News: Wilson stated they are working on the Fall/Winter Recreation Guide and 10,000 copies will be distributed over the next several weeks. This one has events throughout March.

Public input/correspondence: Grimm stated she received an email from Michelle Hartwig of Ornerly Mule and they are planning to be in Taylor County in November to start prep for the race in August 2022.

Next Committee Meeting: The next meeting is scheduled for Tuesday, December 14th at 11:00 a.m. in the third floor County Board Room.

Adjournment: Albrecht motioned to adjourn, seconded by Punzel. Motion carried. Meeting adjourned at 11:53 a.m.

Andria Farrand
County Clerk

TOURISM COMMITTEE

Tuesday, August 10, 2021

County Board Room-Taylor County Courthouse

Call Meeting to Order: Gene Knoll called the meeting to order at 11:00 a.m.

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

Members absent: Diane Albrecht

Other Attendees: Jeff Anderson - Travel Wisconsin, Sue Emmerich, Billie Hartwig, Kayla Ahles all of the Medford Chamber, Brian Wilson-Star News and Andria Farrand.

Approve the Agenda: Hinkel made a motion, seconded by Lemke to approve the agenda. Motion carried.

Approve the Minutes of the June 8, 2021 meeting: Punzel motioned, seconded by Liske to approve the minutes. Motion carried.

Approve the invoices: Invoices were presented by Farrand, totaling \$3964.15. Motion by Liske, seconded by Hinkel to approve the invoices as presented. Motion carried.

Jeff Anderson- Travel Wisconsin: Jeff Anderson of Travel Wisconsin addressed the committee and said Taylor County had a 15% drop in tourism, while it was 22% in the state. They've launched a new marketing campaign as of May 15th, "Wisconsin, where the unexpected is ready to be discovered". With the average visitor staying 2.9 days in Taylor County the focus is to attract the younger people to stay longer. He also mentioned the grant application that we can apply for April 1st or Sept 1st to apply for matching funds. Knoll asked Emmerich to put together a group to look into applying for a grant in spring. Knoll, Grimm and Wilson volunteered to be a part of it and Emmerich will recruit some business leaders as well as members of Economic Development. Anderson also mentioned he would check on the footage that was shot here last year featuring the ATV/UTV trails.

Wisconsin Indianhead Country vacation guide: This was a special offer for ad space in their next publication. After some discussion, the committee decided to pass.

Taylor County Maps: Farrand stated that the previous quote from Burton Meyer fell through as they needed the artwork to print the maps. The quote from the Star News was slightly higher and they have the artwork, so there was a motion by Lemke, seconded by Punzel to approve going with the Star News quote of \$3533.00 for 5000 maps. Motion carried.

Star News- Taylor County Tourism Book ad: Kelly of the Star News reached out to see if we want to run an ad in the next tourism book. We had a premium spot last time, the inside back cover, and that will cost \$460.00 to run again. The committee agreed to run the same ad as last fall for the Winter Sports Area. Motion by Hinkel, seconded by Lemke to approve the ad. Motion carried.

Reports:

Star News: Wilson stated they are still doing the Camper of the Week feature as well as Made in WI. They also did coverage of the Taylor County Fair and Ice Age Days.

Chamber report: Emmerich provided a list of many upcoming events including:

Parkfest featuring Chris Kroeze – August 19.

Home and Business Expo at the Simek Center, March 25-27.

Possible float for Taylor County Tourism in the Harvest Days parade.

Kayla contacted many counties and sent them Visitor guides. Guides were sent to Sturgeon Bay, Beloit, Marshfield, Black River Falls, Darlington, Milton and Oshkosh. The Chamber office has been fielding calls regarding local events, ATV/UTV info, camping/hiking/biking and Mondeaux Flowage/ Miller Dam among others.

Public input/correspondence: None

Next Committee Meeting: The next meeting is scheduled for Tuesday, October 12th at 11:00 a.m. in the third floor County Board Room.

Adjournment: Punzel motioned to adjourn, seconded by Liske. Motion carried. Meeting adjourned at 12:07 p.m.

Andria Farrand
County Clerk

TOURISM COMMITTEE

Tuesday, June 8, 2021

County Board Room-Taylor County Courthouse

Call Meeting to Order: Gene Knoll called the meeting to order at 10:35 a.m.

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

Members absent: Michelle Grimm

Other Attendees: Sue Emmerich-Medford Chamber, Brian Wilson-Star News, Mike Bub, Jenny Shipman, Julie Decker and Andria Farrand.

Approve the Agenda: Lemke made a motion, seconded by Punzel to approve the agenda. Motion carried.

Approve the Minutes of the April 13, 2021 meeting: Liske motioned, seconded by Lemke to approve the minutes. Motion carried.

Approve the invoices: Invoices were presented totaling \$3755.20, motion by Klahn, seconded by Hinkel to approve the invoices as presented. Motion carried.

Discover Wisconsin presentation: Josh Ostermann of Discover Wisconsin attended via Zoom to talk to the committee about the possibility of featuring Taylor County on a future episode of Discover Wisconsin. He described the multiple platforms available, from the traditional TV episode to free streaming platforms to pod casts. The episode would consist of 4 segments, each 4-5 minutes long. We could film it in 2021 to air in 2022. The episodes reach 11.5 million homes with 500,000 viewers. Pricing for an episode is \$45,000 and payment can be split over 2-3 years. Digital shorts, which are 3-7 minutes, shown on all platforms but TV, are \$10,000.00 and podcasts (25-30 minutes) are \$6000.00. There was some discussion about slanting it towards economic development and featuring some of our businesses, who in turn could contribute to the cost of the segment. ARPA funding is another possibility since Tourism is an eligible expense. Emmerich asked about the return on revenue and Ostermann stated they can tell how many people view the episode. She also asked who owns the rights to the video, and Osterman stated that they would own them, but we would be provided the video to put on our Facebook page, website, etc. The outtakes are also available for \$500 per segment, or \$2000.00 for the episode. No action taken at this time.

Tourism Grant request, MATI, Medford High School Band and choir: Mike Bub, Jenny Shipman and Julie Decker were present, representing MATI and the Medford High School band and choir. They are requesting \$2000.00 for advertising the Kids from Wisconsin show at the fairgrounds on July 12th. The Kids from Wisconsin are a musical group of about 40 performers, ages 15-20 that travel the state performing at County fairs and community events as well as other events. They will utilize the Star News, WIGM and other publications to bring in a good crowd for the show. They will draw people from all over as the only other northern Wisconsin shows for the Kids from Wisconsin, are in Ashland and Chippewa Falls. It is estimated the show will have 800-900 in attendance.

Motion by Lemke, seconded by Hinkel to approve the \$2000.00 for advertising. Motion carried.

Taylor County Maps update: Farrand stated that Burton Mayer will need the artwork to produce the maps, so we have hit a dead end. Will request a formal quote from the Star news.

Update on the Midwest States 100: This even has been moved to 2022.

Reports:

Star News: Wilson stated the summer recreation guides are out. The Star News is now featuring campers of the week as well as highlighting garage sales. Wilson also stated that lots of event are coming back for the summer.

Chamber report: Emmerich provided a list of many upcoming events including:

The Chamber Ambassador golf tournament-usually has 12-13 foursomes, this year will be 26.

Town and Country Dairy Breakfast-drive through only.

Gilman Dairy Day.

Westboro Fishing Contest

Freedom Fest

Jump River 4th of July celebration

Rib Lake and Perkiinstown 4th of July celebrations

Parkfest featuring Chris Kroeze in August

She also stated there is a new FB group started to allow members to list their job openings. The Chamber is also sending out Taylor County Visitor guides to other counties.

Public input/correspondence: None

Next Committee Meeting: The next meeting is scheduled for Tuesday, August 10th at 11:00 a.m. in the third floor County Board Room.

Adjournment: Albrecht motioned to adjourn, seconded by Hinkel. Motion carried. Meeting adjourned at 11:40 a.m.

Andria Farrand
County Clerk

TOURISM COMMITTEE

Tuesday, April 13, 2021

County Board Room-Taylor County Courthouse

Call Meeting to Order: Gene Knoll called the meeting to order at 11:01 a.m.

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

Members absent: Michelle Grimm

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

Approve the Agenda: Albrecht made a motion, seconded by Klahn to approve the agenda. Motion carried.

Approve the Minutes of the February 9, 2021 meeting: Hinkel motioned, seconded by Lemke to approve the minutes. Motion carried.

Approve the invoices: Invoices were presented totaling \$5411.25, Motion by Klahn, seconded by Punzel to approve the invoices as presented. Motion carried.

Knoll requested that the grant requests be moved to the end, due to the agenda additions the previous day at 11:30.

Taylor County Maps update: Farrand got pricing from Burton Mayer, they have the state contract to print the maps for the Department of Transportation. Pricing is as follow:

1500- \$2301.95- \$1.54 each

2500- \$2606.93- \$1.04 each

5000- \$3334.69- \$.67 each

10,000-\$4634.91- \$.46 each

There was discussion among the committee whether we still need to offer paper maps with so many maps going to apps. It was decided we should still offer them. Wilson said the pricing I had was good, based on pricing he had also obtained. Motion by Lemke, seconded by Albrecht to order 5000 Taylor County maps at \$3334.69. Motion carried. Farrand to coordinate the order, and request they send us a proof before they produce all 5000.

Resolution declaring the second Saturday in May as Migratory Bird Day: Motion by Liske, seconded by Punzel to approve. Motion carried.

Update on the Midwest States 100: none.

Reports:

Star News: Wilson said the recreation guide is being printed and will be distributed April 25th. He also asked the committee if they would be interested in another summer staycation guide.

There was also a request from Roger Emmerich to put an insert in the shopper advertising the KIA memorial dedication on Memorial Day. Wilson was asking the committee to sponsor the insert, \$4700.00 would be 25,500 delivered to Taylor County and surrounding area, \$3700.00 would be 12,000. After much discussion, there was a motion by Klahn seconded by Lemke to give them \$500.00 to use as they like to advertise the event. The committee didn't want to draw people to the Medford event, taking away from their own community event. Motion carried.

Chamber report: Emmerich said that one positive that came out of COVID is they have focused their events county wide rather than just in the Medford area. They will be holding the Moos and Cruise event again. There was a virtual job fair held that was a huge success for businesses and job seekers alike. The Pine Line marathon is fast approaching, and the pre-registrations are at 250, up 100 from normal. People are coming from 8 states to participate.

Tourism Grant requests:

K BAR R- Horns and Hooves Challenge: This event is held July 17th at the rodeo grounds. \$3000.00

K BAR R -High School Regional Rodeo: August 7-8 at the rodeo grounds. \$3000.00

Medford Rotary- Gear up and Go adventure: April 1-30 throughout Taylor County \$1000.00

Medford Chamber Parkfest: August 19th \$2500.00

The committee reviewed all requests and had much discussion about what they will be using the money for. Some stated production, and that isn't the intention of the tourism grant money, rather it is to promote and advertise the event. Motion by Klahn seconded by Albrecht to give K BAR R-Horns and Hooves, \$2000.00 and K BAR R High School rodeo \$1000.00. Motion carried. Motion by Hinkel, seconded by Liske to give the Rotary Club \$500.00 for their event. Motion carried. Motion by Hinkel, seconded by Liske to give Parkfest \$2500.00. Motion carried.

Knoll asked for a report of the carry-over from last year for tourism grant requests. Farrand will ask Brandl.

Ideas for promotions: Klahn presented his idea for a "Taylor County week" which received good feedback, but with all the events coming up it was decided we would table it for later in the year.

Next Committee Meeting: The next meeting is scheduled for Tuesday, June 8, 2021 at 11:00 a.m., in the third floor County Board Room., or at Camp 28 if they are open.

Adjournment: Albrecht motioned to adjourn, seconded by Liske. Motion carried. Meeting adjourned at 12:37 p.m.

Andria Farrand
County Clerk

TOURISM COMMITTEE

Tuesday, February 9, 2021

County Board Room-Taylor County Courthouse

Call Meeting to Order: Gene Knoll called the meeting to order at 1:32 p.m.

Members Present: Earl Hinkel, Don Liske, Dave Lemke and Sue Emmerich.

Members present via GoToMeeting: Gene Knoll, Diane Albrecht, Ken Klahn, Michelle Grimm, Krist Punzel

Other Attendees: Brian Wilson-Star News and Andria Farrand.

Approve the Agenda: Albrecht made a motion, seconded by Klahn to approve the agenda. Motion carried.

Approve the Minutes of the December 8, 2020 meeting: Hinkel motioned, seconded by Lemke to approve the minutes. Motion carried.

Approve the invoices: Invoices were presented totaling \$3,278.90, Motion by Hinkel, seconded by Liske to approve the invoices as presented. Motion carried.

Knoll requested that the grant requests be moved to the next items on the agenda.

Tourism Grant requests:

Rainbow Gymnastics: Kari Wanke was present via GoToMeeting to represent Rainbow Gymnastics and the request for grant money. The request is for \$1500.00 and will be used to purchase awards, gymnast gifts and concessions for their meet the weekend of March 12-13. Kari stated there would be about 200 gymnasts and their families attending. There was some discussion among the committee whether this was an acceptable use for the money as it was originally for promotion of events, not the operations. It was agreed, that since there were dollars spent for advertising, the request would be approved. There was a motion by Hinkel, seconded by Albrecht to approve the request. Motion carried.

Chequamegon Bird Club: Joe Scott was present via GoToMeeting to represent the Chequamegon Bird Club. He is requesting \$125.00 reimbursement for their application to Bird City WI. After some discussion, there was a motion by Punzel, seconded by Lemke to approve the request. Motion carried.

Taylor County Maps: Farrand advised that we are down to the last 100 Taylor County maps. Emmerich advised that they are mostly requested by people for Garage sales. Knoll asked Farrand to get pricing on price breaks of 1500, 2500 and 5000 for the April meeting.

Update on the Midwest States 100 race: Grimm spoke with Michelle Hartwig who advised they are waiting on permits but are still planning to have the race. She will keep us updated.

Star News Fingertip Guide Ad: The committee reviewed the ad information, but decided to pass, since it isn't going to be published until March 23rd after the Winter Sports Area is closed.

Star News: Wilson said they have been covering the fishing tournaments and got the word out that the trails were open. The Staycation guide was published and was again successful.

Chamber report: Emmerich said they have the 2021 events set-up. They will still be holding events to benefit the local restaurants as they are still not back to where they were before Covid. They are still doing Facebook updates and contests, as many look forward to them. The Rotary Club will be submitting a grant request for a county wide promotion.

Next Committee Meeting: The next meeting is scheduled for Tuesday, April 13, 2021 at 1:30 p.m., in the third floor County Board Room.

****Knoll asked all to think about where we can spend some money to help our businesses. All should bring ideas for additional promotional events.**

Adjournment: Albrecht motioned to adjourn, seconded by Klahn. Motion carried. Meeting adjourned at 2:16 p.m.

Andria Farrand
County Clerk