

TOURISM COMMITTEE

Tuesday, April 12, 2022

County Board Room-Taylor County Courthouse

Call Meeting to Order: Gene Knoll, Chair, was absent and appointed Diane Albrecht to run the meeting. Diane Albrecht called the meeting to order at 11:00 a.m.

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

Members absent: Gene Knoll and Earl Hinkel.

Other Attendees: Billie Hartwig, Sue Emmerich and Kayla Ahles - Medford Chamber, Mike Beebe-Point of View Multimedia, Debbie Rabska- K Bar R Arena, Brian Wilson-Star News and Andria Farrand.

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

Approve the Minutes of the February 8, 2022, meeting: Punzel motioned, seconded by Lemke, to approve the minutes. Motion carried.

Tourism Grant requests: It was requested that Parkfest be first on the agenda.

Parkfest: Sue Emmerich was present to address the committee. She stated that the last Parkfest was a huge success for all and this year they are "next tier" Country performer with 2-#1 hits. This is a big event for the restaurants as well as there will be Food Alley again. Last year, all food vendors sold out of their food. There were over 3000 people in attendance from all over the area. This performer will cost \$20,000.00 and they will spend about \$6,000.00 in advertising and they are requesting \$4,000.00 for the advertising costs. Motion by Lemke, seconded by Punzel, to approve the \$4,000.00 request. Motion carried.

K Bar R Arena: Debbie Rabska was present to address the committee. They are requesting \$6,000.00 for advertising for their Horns and Hooves Challenge. It is the only rodeo event in Taylor County and they are bringing in entertainers to draw crowds. In 2020 they had 1500 spectators and in 2021 they had 1800 and they are expecting over 2000 this year. They advertise locally as well as throughout the state and bring in people from as far away as California and Massachusetts. Motion by Lemke, seconded by Albrecht to approve \$4,000.00 for advertising their event. Motion carried.

Update on Ornerly Mule Racing: Grimm provided an update and said they will be coming to the area to do some finalizing of the event. There are currently 72 registered for the race. They are still working on the permit with the Forest Service.

Update on grant applications: Ahles stated the Joint Effort Marketing Grant will need some information from the committee. The deadline is August 1st and it is a reimbursement grant with a \$10,000.00 maximum.

Additional Advertising opportunities: Ahles presented a few more marketing opportunities that she's been made aware of to the committee. Klahn stated he likes advertising for specific events more than running general ads. No action taken.

Point of View Multimedia-Tourism video: Mike Beebe was present to discuss the creation of a marketing video. He played a two-minute demo video for the committee. Taylor County will own the video, all raw footage and the finished product. The cost of everything will be \$18,000.00, billed at \$1500.00 per month for 12 months. After some discussion, Klahn made a motion, seconded by Punzel to spend \$1500.00 per month and get started with the video right away. Motion carried.

Resolution requesting declaration of the second Saturday in May as World Migratory Bird Day: Motion by Liske, seconded by Lemke to approve and send to County Board for adoption. Motion carried.

Reports:

Star News: Wilson stated that they are currently working on getting the 2022 Spring/Summer visitor guides out. They will be sent out in Taylor, Marathon, Clark and Chippewa counties next week.

Chamber report: Ahles reported the upcoming events are, Pine Line Marathon on April 30th with 120 signed up already, Parkfest Reveal party April 14th, MACC golf outing June 10th, and Parkfest August 18th. She also highlighted the past events; Women's Weekend February 25th & 26th was a huge success with more than 250 women participating and the Home and Business Expo, March 25th – 27th with about 4,000 people attending.

Public input/correspondence: none.

Approve the invoices: Invoices were presented by Farrand, totaling \$6,811.00. Motion by Liske, seconded by Klahn, to approve the invoices as presented. Motion carried.

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

Adjournment: Motion by Punzel, seconded by Lemke, to adjourn. Motion carried. Meeting adjourned at 12:45 p.m.

Andria Farrand
County Clerk

TOURISM COMMITTEE

Tuesday, February 8, 2022

County Board Room-Taylor County Courthouse

Call Meeting to Order: Gene Knoll, Chair, was absent and appointed Diane Albrecht to run the meeting. Diane Albrecht called the meeting to order at 11:00 a.m.

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

Members absent: Gene Knoll and Earl Hinkel.

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

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

Approve the Minutes of the December 14, 2021 meeting: Punzel motioned, seconded by Lemke, to approve the minutes. Motion carried.

Tourism Grant requests:

Chequamegon Bird Club: Joe Scott was present from the Bird Club. He said the club meets all the requirements of the Bird City Wisconsin Association which then gives us the Bird County recognition. The club is asking for reimbursement of the \$175.00 application fee, up from \$125.00 in past years. There was some discussion as to how this helps tourism. Joe explained that the association's website lists all municipalities and counties that are Bird Cities and Bird Counties as well as points of interest. It was also discussed that we will add the link to this site on our Tourism website and Taylor County website. Punzel motioned, seconded by Liske to approve the grant request of \$175.00 to cover the club's application fee. Motion carried.

Update on Ornerly Mule Racing: Grimm provided an update and said they're still planning the event for August 27th. They are currently waiting on federal Covid guidelines.

Update on applying for grants: Ahles stated the committee did not receive the Tourism capital grant. They will now be applying for the Joint Effort Marketing grant.

Star News Fingertip guide ad for Winter Sports Area: Farrand stated that the fingertip guide was being published again this year, but after the WSA is closed for the season. The committee thought it may be better to highlight other outdoor activities, so Liske motioned, seconded by Lemke to run the ad for \$225.00 and Wilson will create the ad and send a proof for the committee's approval. Motion carried.

Reports:

Star News: Wilson stated that they are currently working on the Spring/Summer Recreation Guide, and it will be out in April, featuring events that run April thru October. Last year our ad space was the inside back cover, and the cost was \$460.00. This year, the same ad space will be

\$475.00-\$500.00. Lemke motioned, seconded by Klahn, to run the ad again on the inside back cover. Motion carried.

Wilson also asked for photos from snowmobile events if anyone has any. It was suggested that we post on the Chamber and Tourism pages asking snowmobilers to send photos, Ahles to post.

Chamber report:

Ahles reported a very successful Munch and Punch event. There were 29 restaurants that participated and an estimated \$10,000.00 was spent at the restaurants during the promotion.

Caught You Shopping Locally was also a big success. One of the people "caught" was actually here shopping from Wausau because she loves our gift shops.

There was a 9-pin tournament with 21 teams participating. All money raised going towards Parkfest.

Upcoming events include Women's Weekend, February 25-26. They are just a few women short of the goal of 250 women registered.

The Home and Business Expo will be held at the Simek Center the weekend of March 25-27 and we were asked if Tourism would like to have a booth. The \$275.00 fee would be waived and we will be next to the Chamber booth. The committee thought the booth would be a good idea. Farrand will complete the registration form; Grimm will coordinate the materials and Farrand will also reach out to the committee for times they want to man the booth.

Finally, the Pine Line Marathon will be held April 30th.

Public input/correspondence: Farrand read a thank you card from Monica Halopka of Huey's Hideaway, thanking the committee for their tourism grant money.

Approve the invoices: Invoices were presented by Farrand, totaling \$6,309.60. Motion by Klahn, seconded by Liske, to approve the invoices as presented. Motion carried.

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

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

Andria Farrand
County Clerk