

Oneida County Tourism Council Meeting

04-03-2023

Attendees: L. Sackett, S. Hulett, J. Anderson, C. Schultz, L. Pilch, K. Westfahl, J. Sharpe, T. Smith, S. Schreier, T. Jerow, J. Rosenberg, T. Kelly, J. Gibson

Agenda:

1. Call to Order
 - Meeting Call to order at 1:00pm
2. Discuss/Approve agenda for today's meeting
 - S. Schreier motion to approve meeting agenda. T. Kelly second the motion. Motion carried.
3. Order of agenda items at Chair's discretion
4. Discuss/Approve minutes
 - S. Hulett motion to approve minutes. S. Schreier second the motion. Motion carried.
5. Discuss/Approve Treasurer's Report - L. Sackett
 - L. Sackett presented the treasurer report including the updated invoice of Q1. K. Westfahl motion to approve. S. Schreier second the motion. Motion carried.
6. Discuss/Approve Invoices - L. Sackett
 - (Combined with above item)
7. Discuss/Approve Short Term Rental (STR) Compliance Letter - D. Meadows
 - K. Westfahl presented the letter drafted to the County Board Supervisors for the member to review. J. Sharpe and K. Westfahl provided a general explanation of the issue the letter is addressing. There are two items needed to be addressed regarding the letter.
 - Determine the time frame for a reply.
 - The board will require a motion to officially submit the letter.
 - K. Westfahl explained that this letter is to inform the County Board that OCTC as a body agreed on the letter proposed. C. Shultz asked the board to include the reason for this request in the letter, K. Westfahl acknowledged. S. Schreier motioned to send the letter as is. T. Kelly seconded the motion. Motion carried.
8. Discuss Pelican River Forest - K. Westfahl
 - The subject in discussion is to determine whether or not the dispute at Pelican River Forest is something that the tourism board should be aware of. S. Schreier

explained that the opposition viewed the easement on the property as a roadblock to develop the area.

- The land is private with public access and has a really low tax rate
- The biggest concern about the easement is the use of recreational vehicles that allow ATV/UTV, snowmobile, and corresponding trails and that this use is still permitted when the land sells.
- The next meeting will be in May and currently some people think it should be dealt with as soon as possible while some think they should take some time to address this topic.
- K. Westfahl said the OCTC should stay informed of this issue by checking in on developments regularly as it will affect the ATV/UTV projects for Oneida County.
- K. Westfahl also stated that it may not be necessary for OCTC to interfere with the issue, but should pay close attention to the matter as it may or may not add more items to market in the future.

9. Pilch & Barnet Marketing Report - L. Pilch

a. Mapping Project Update

- i. L. Pilch has put together a spreadsheet of trails and cross-check with the database.
- ii. L. Pilch also reported that the fund is there to update and make the GIS information for the trail.

b. DEAI Project

- i. L. Pilch reported that she is looking into acquiring more photos for the trails to include in the mapping project to integrate accessibility information into the mapping project when updating and creating new information for the trails. L. Pilch also reported that the DEAI meeting on Friday focused on accessibility. The speaker there provided a lot of information on helping businesses be more accessible to other people. ADA plus was also proposed at the meeting as a program that can further expand accessibility. As such, this program could benefit Rhinelander for their future events as well. An ADA plus checklist will be sent out to the businesses for them to start working on adapting some of the proposed changes.
- ii. S. Schreier asked if emotional disabilities are considered in the process as well. K. Westfahl answered that while the current checklist focuses more on physical disability, emotional disability is also considered and will be added in the future once there are more resources and discussion. L. Pilch added that the project is focused on the businesses and the trails in the current stage and changes that could be made in those areas are physical changes that benefit physically disabled members.

c. Recreate Safely Campaign – K. Westfahl

- i. K. Westfahl reported that there are a lot of conversations about the actions of people and tourists, such as wake boating in the lakes, in the

woods and lakes that posed safety concerns. K. Westfahl suggested that the board should create and provide and promote safety guidelines for activities in the woods and lakes such as ATVing and snowmobiling on its website. K. Westfahl also suggested that it is crucial that the voice of the guideline is educational rather than critical, because the focus is to encourage outdoor activities and how to do them safely rather than to discourage these activities..

- d. Bearskin Trail 50th Anniversary – K. Westfahl
 - i. K. Westfahl reported that she will be attending the event.

10. The Northwoods of Wisconsin Discussion

- a. JEM grant for ATV/UTV
 - i. L. Pilch reported that the grant has just wrapped on 3/31 and she is currently pulling reports. The committees will meet and determine the future direction of the grant.
- b. NOW

11. Grow North & OCEDC Report - L. Sackett

- o L. Sackett has no new updates for this item.

12. ITBEC Marketing Committee Report - L. Sackett

- a. Great Heritage Waterway project
 - i. J. Anderson reported that ITBEC recently appointed a new chairperson and L. Sackett is in talks with Forest as well as Parks and Recreation representatives in Oneida County about the Great Heritage Waterway Project. No other major updates.

13. Department of Tourism Report - J. Anderson

- o J. Anderson revisited the Recreat Safety Campaign discussed above and reported that the ATV/UTV foundation is focusing on promoting safety information about their activities. They are working with the Ride Safe organization to distribute safety guidelines to more people including schools.
- o Additional updates bullet points:
 - The WiGCOT event in Green Bay was a success.
 - Snow reports are wrapping up and snowmobile trails are now closed.
 - Numbers for the snow report page continue to grow steadily.
 - The DEAI educational sessions are being continued for two more sessions.
 - The upcoming National Traveling and Tourism week will be on 5/7-13.

14. Community Reports

- o T. Kelly with Rhinelander
 - Rhinelander was recently named the next city in Wisconsin
 - Jimmy Johns and Starbucks are coming to town

- S. Hulett with Tomahawk:
 - Merrill will share a booth with them at WJJQ
 - Signed up for Sherpa. Sherpa is a website where people can show activities and information about the community that can then be shared to more people.
 - Working with Channel 12 with a new webcam that shows downtown Tomahawk.
- J. Gibson with Hazelhurst
 - Hazelhurst is working on processes to collect newly implemented room tax.
- J. Sharpe with Three Lakes:
 - Jacqui highlighted the successes and opportunities during events in Three Lakes
 - Canocopia was a successful event and WiGCOT was informative.
 - J. Sharpe has become interim director at Three Lakes.
- K. Westfahl with Minocqua:
 - The housing committee is working on the affordable housing project in Minocqua. Meetings are taking place with Holtz Builders who has worked with the Wisconsin Dells to provide housing for J1 visa workers.
 - The chamber's bylaws are being reviewed.
 - Still trying to hire an event coordinator. No new events are being planned for this year.

15. Public Comment/Communication

16. Items to include on the next agenda

- Communication report from the Pelican River Forest item.

17. Set Date and Location

- In Rhinelander on June 5th.

18. Adjournment

- Meeting adjourned at 2:52pm