

Oneida County Tourism Council

DATE/TIME: June 5, 2023 01:00 PM Central Time

PLACE: Tomahawk Chamber of Commerce or ZOOM

Washington Park, 208 N 4th St, Tomahawk, WI 54487

Topic: OCTC BOARD MEETING

Attendees: Steven Schreier, Jeff Verdoorn, Jeff Anderson-Guest, Krystal Westfahl, Sherry Hulett, Theresa Smith-Guest, Jacqui Sharpe, Lyn Pilch-Guest, Jim Rosenberg-Guest, Jenny Gibson, Chris Schultz)

Meeting Agenda:

1. Call to Order

Meeting called to order by K. Westfahl at 1:06pm

2. Discuss/Approve agenda for today's meeting

S. Schreier motioned to approve the agenda. C. Shultz seconded the motion. Agenda is approved.

3. Order of agenda items at Chair's discretion

4. Discuss/Approve minutes

S. Schreier motioned to approve minutes. S. Hulett seconded the motion. Minutes is approved

5. Discuss/Approve Treasurer's Report & Discuss/Approve Invoices - L. Sackett (by K. Westfahl)

Lauren is not present, but the report has been forwarded to K. Westfahl and presented by K. Westfahl at the meeting. S. Hulett motioned to approve the treasurer's report. J. Sharpe seconded the motion. S. Schreier inquired about the large amount of budget remaining on the report, and L. Pilch answered. Report is approved.

6. Discuss Short Term Rental (STR) Compliance Letter - K. Westfahl

K. Westfahl presented the letter for the council to review and asked for members' feedback. There were no additional changes suggested by members and the STR Compliance Letter is approved to be sent out by J. Sharpe.

7. Discuss Pelican River Forest - K. Westfahl

S. Schreier explained there was a resolution passed in opposition that was passed as-is even though there were some concerns about the length of and language used in the resolution. S. Schreier added that the resolution may still be changed in the future with negotiation between different parties and suggested that the council continue to monitor the issue. K. Westfahl added that OCTC's interest in the matter is in the potential marketing opportunity and agreed that the council should continue to monitor the issue.

8. Pilch & Barnet Marketing Report - L. Pilch

a. Mapping Project Update & DEAI Project

Working with the marketing group to send action steps to use the grant to complete the project ADA+. There is no approval needed from the council, but feedback would be appreciated. L. Pilch explained the website accessibility project to the council. One item L. Pilch emphasized was the audio read function she is looking to add to the site as an accessibility feature. L. Pilch is also looking to add accessibility information for businesses listed on the site. With that goal in mind, L. Pilch is looking to design 1-on-1 interviews and/or surveys with businesses to facilitate accessibility information acquiring processes. L. Pilch also added that the challenge in proceeding with this project is the collateral functions and information needed to supplement the accessibility function this project is looking to implement. L. Pilch will type out the project in writing and send it over to J. Anderson for approval as this project is shaping up to become a marketable product. L. Pilch can also send out a sample survey for members who request a review.

L. Pilch also discussed the trail portion of the DEAI project. She is looking to further expand the accessibility information that are listed with the trails to include information such as pictures that are taken on-site. T. Smith then confirmed the list of trails that still need GIS information gathered this summer for map creation and confirmed that trails currently tagged as handicap accessible will be researched for amenities and photos.

9. The Northwoods of Wisconsin Discussion

a. JEM grant for ATV/UTV

L. Pilch reported that Year 2 is completed

b. NOW

L. Pilch reported that personnel changes have been made with different chambers that have added challenges to complete the evaluation process and hopefully we will hear response soon.

L. Pilch also added the snowmobile safety project that she is working on to be presented to NOW partners or possibly as a joint campaign with just Vilas and Oneida Counties in collaboration with K. Westfahl as a new JEM grant project. The challenges expected in the project is getting information from a variety of people who are in the group, but it is a project that many members have a great interest in. J. Anderson agreed that this is top-of-the-mind conversation among the members, and he would like to help get the information out for the council once there are materials available for him to disseminate. L. Pilch will continue to work on this project with the marketing team and prepare to further discuss this item during the August meeting. L. Pilch also added that the scale of the project will be dependent on the funding she can receive from the grant.

10. Grow North & OCEDC Report - L. Sackett (by J. Verdoorn)

J. Verdoorn reported that Growth North is focusing on working with small businesses and broadband features.

11. ITBEC Marketing Committee Report - L. Sackett (by J. Anderson)

a. Great Heritage Waterway project

J. Anderson reported on the fan tour project that ITBEC are currently working on in collaboration with the chambers and journalists. S. Hulett reported that there are new directors for North-Central ITBEC and they are also working on new website updates. J. Anderson added that ITBEC may also be looking at a name change for the organization to help people understand the organization at a glance.

J. Anderson reported that there will be new grants allocated to the Great Heritage Waterway project.

12. Department of Tourism Report - J. Anderson

J. Anderson reminded members that new information he is working on will be available to the public on 6/6/2023, but information is embargoed until that time.

13. Community Reports

J. Sharpe reported on Three Lakes: Fireworks event ran into some challenges and she is looking to resolve before the event date. The strategic planning has been put on pause and she will continue to work on the project.

S. Hulett reported on Tomahawk: Tomahawk has a visitor guide and fall ride campaign coming up that are in the works. S. Hulett also shared some information about the play she will be part of.

K. Westfahl reported on Minocqua: Minocqua has expanded to be no longer a Chamber of Commerce and will instead become the Minocqua Visitor Bureau that can support bigger marketing campaigns and projects. She is also looking to advertise the tree trimming service for the members. Minocqua has also designed postcards with QR code included for people who are looking to get information about Minocqua. She also added that there is a mapping project that Minocqua is working on in collaboration with T. Smith. With these projects in mind, K. Westfahl mentioned that Minocqua is also working on verifying businesses and partners to be compliant with the code of conduct.

J. Gibson reported on Hazelhurst: She has the room tax meeting coming up. There are also Facebook page launches and bumper sticker sales coming up for Hazelhurst.

14. Public Comment/Communication

J. Gibson reported that the council should consider pushing effort to add electrical vehicle chargers at resorts and hotels. K. Westfahl stated that the council has limited authority to make these decisions, but suggested that the council can start conversations with organizations and departments that have the power to make these changes.

15. Items to include on the next agenda

N/A

16. Set Date and Location

The next meeting will be held in Rhinelander on August 7, 2023 at 1PM.

17. Adjournment

The meeting adjourned at 2:43pm.