

MEETING AGENDA

COMMITTEE: ONEIDA COUNTY TOURISM COUNCIL

DATE/TIME: Monday, October 2, 2023 01:00 PM Central Time

PLACE: Rhinelander Area Chamber of Commerce and Zoom

TOPIC: OCTC BOARD MEETING

ATTENDEES: Sherry Hulett, Steven Schreier, Chris Shultz, Jim Rosenberg-Guest, Lauren Sackett, Jacqui Sharpe, Theresa Smith-Guest, Lyn Pilch-Guest, Jeff Anderson-Guest

MINUTES:

1. Call to Order
 - a. 1:07pm with S. Hulett chairing.
2. Discuss/Approve agenda for today's meeting
 - a. S. Schreier motioned to approve the agenda. C. Shultz seconded the motion. Agenda approved.
3. Order of agenda items at Chair's discretion
4. Discuss/Approve minutes - 6/5/23
 - a. S. Schreier motioned to approve the minutes. C. Shultz seconded the motion. Minutes approved
 - b. There are no minutes to approve from the 8/7/23 meeting due to no quorum at the meeting.
5. Discuss/Approve Treasurer's Report - L. Sackett
 - a. S. Schreier motioned to approve the treasurer's report. C. Shultz seconded the motion. Treasurer's report approved.
6. Discuss/Approve Invoices - L. Sackett
 - a. S. Schreier motioned to approve the invoice. C. Shultz seconded the motion. Invoice approved.
7. Pilch & Barnet Marketing Report - L. Pilch
 - a. DEAI Project update
 - i. Y2 grant applied for with focus on accessibility. J. Anderson announced that it was approved for \$25,000.
 - b. Oneida County/Vilas County Snowmobiling JEM Grant
 - i. J. Anderson announced that it was approved for \$25,000.
 - ii. The purpose of this grant is to brand snowmobiling in Oneida and Vilas Counties. Working to create conversation with snowmobilers on why to come north for snowmobiling as well as riding safely.
 - c. 2024 marketing budget submission
 - i. Submitted to the admin committee in September. Sounds like the budget will be funded as requested but removing the fulfillment piece.
 - ii. Went ahead and applied for ARPA funding. Does not sound like the fulfillment piece is approved by Capital Improvement, not being seen as a needed expenditure, however until we are told no it is not dead in the water.
 - iii. Bring club letters to the group, advocates, emergency response, intersections etc

- iv. Emergency response advocate for it, forestry to use it too—show the safety segment of it—Oconto county for trail types—land information and forestry too
 - v. Write letters to that effect
 - vi. Krystal, Lauren and Jacqui to be at the meeting —directly tie how it could be used for other groups—majority and shared revenue for them.
 - vii. Bullet the usages—emergency services, talk about the safety for the grant and to do it safely—including that message into the piece—forestry and walking group
 - viii. Meeting is the second Tuesday in November - the 14th
8. Grow North & OCEDC Report - L. Sackett
- a. OCEDC has an economic summit being hosted this Thursday, 10/5 from 12pm-6pm. Centered around small business financing.
 - b. Grow North is still continuing to focus on housing and workforce. The Grid through Nicolet College is being taken over by Grow North.
9. ITBEC Marketing Committee Report - L. Sackett
- a. Lauren has been having trouble attending due to scheduling conflicts.
 - b. The FAM tour was completed 9/13-9/16. Regional travel writer was in the Minocqua, Rhinelander and Three Lakes areas for a few days. Good experience visiting - winery in Three Lakes and Project North
 - c. Using the Travel Wisconsin co-op program, SHRPA influencer content creation, updating the content for it on the website
10. Department of Tourism Report - J. Anderson
- a. Fall color reporting is well underway, thank you to all the Oneida County reporters - doing an excellent job!
 - b. Winter snow reporting will be starting sooner than we think.
 - c. 2024 Co-op launch is next week, 10/10. Hoping that having the materials available in advance of the launch gives everyone a chance to review and budget for next year. New this year - Pandora and Twitter. Log-in is different from the regular extranet.
 - d. \$89,500 awarded to Oneida County in JEM Grants! \$39,500 to RHI for YR2 branding.
11. Community Reports
- a. Jacqui is officially the Executive Director in Three Lakes. Lots of community events taking place this fall, well attended. Music crawl and OctoberFest. Preparing for annual meeting and the addition of community awards.
 - b. Lauren announced that Rhinelander received the JEM grant for YR2 branding in the amount of \$39,500. Shared information on hotel renovations and opening dates. Looking at a travel writer for May to be centered around the Hodag. 2024 is the 100th anniversary of the Rhinelander Area Chamber. Will have a gala in January and lots of other programming. Renovation of the Hodag statue outside the chamber too. Northwoods Chamber Collaborative is coming together, this is a networking group and they are absorbing the NOW. Attending the Fall Tourism Conference in November. OCWchildcare.com is a resource for parents looking for options and for facilities as well. This is funded by a grant to bolster the childcare industry and the grant cycle ends 10/31.

- c. Fall Ride has passed. A little rain on Friday. Northwoods Harley Davidson said it was one of the best attended since 2018. First annual OctoberFest is coming up. Tomahawk now has a tomahawkchamber.com website in addition to gototomahawk.com.
- 12. Public Comment/Communication
 - a. Wisconsin Economic Summit in Appleton - Jim Rosenberg invited everyone to attend.
- 13. Items to include on the next agenda
 - a. Pelican Lake
 - b. P+B contract
 - c. Budget update
 - d. Organizational structure - dues, members
- 14. Set Date and Location
 - a. Monday, December 4, 1pm in Three Lakes at the Library
- 15. Adjournment at 1:57pm