

MEETING MINUTES

COMMITTEE: ONEIDA COUNTY TOURISM COUNCIL

DATE/TIME: Monday, December 4, 2023 01:00 PM Central Time

PLACE: Three Lakes Demmer Memorial Library 6961 W School St, Three Lakes, WI 54562 and Zoom

TOPIC: OCTC BOARD MEETING

ATTENDEES: Sherry Hulett, Steven Schreier, Chris Shultz (zoom), Jim Rosenberg-Guest, Lauren Sackett, Krystal Westfahl, Jacqui Sharpe, Theresa Smith-Guest, Jeff Anderson-Guest

AGENDA:

1. Call to Order 1:04pm with K. Westfahl chairing.

2. Discuss/Approve agenda for today's meeting

S. Schreier motions to approve agenda and minutes from 10/2/23. Seconded C. Shultz. Motion carries 6/0

3. Order of agenda items at Chair's discretion

4. Discuss/Approve meeting notes - 10/2/23

5. Discuss/Approve Treasurer's Report - L. Sackett

K. Westfahl motions to approve Treasurer's Report with changes discussed & Q4 invoice. S. Hulett seconds. Motion carries 6/0

6. Discuss/Approve Invoices - L. Sackett

7. Discuss/Approve Pilch and Barnet 3-year contract - K. Westfahl

We took a deep dive into the previous contract/extensions and the services we need. New three year contract that reduces the administrative work. New retainer is \$1800/month, down from \$2500/month. No other changes to the contract. S. Schreier motions to approve the new three year contract with Pilch & Barnet as present. J. Sharpe seconds. Motion carries 6/0.

8. Pilch & Barnet Marketing Report - L. Pilch- T. Smith reporting.

a. DEAI Project update- Year 2 kickoff meeting 11/29 in Rhinelander, upcoming work: call for updates on accessibility and other info from all businesses on the website and in the county, starts after 1st of the year. Complete end of February. If a business selects that they are accessible, they will have a follow up one-on-one interview. Accessible trails: updating website with more content about what accessibility means at the trails. Adding photography/videography. Will meet 3rd Tuesday of the month at 11am at RACC.

b. Oneida County/Vilas County Snowmobiling JEM Grant- wrapping up website build. Will launch Monday December 11. Enews goes out to both counties on 12/12 to sign up for trail reports, which start week of Christmas pending trail opening. Snowtracks, John Dee, Spotify ads. Rack cards & reflective stickers. J. Anderson asked how the clubs are feeling. S. Schreier asked about Safe Ride Home promotion.

c. Approve 2024 marketing budget- already approved. \$85,758 from county. \$5000 from dues.

9. Discuss OCTC organizational structure - dues, members

Quorum issues don't actually exist. Pelican has rolled into Rhinelander, Hazelhurst is rolling into Minocqua. Voting delegates include: 3 county board members, Lake

Tomahawk, Minocqua Area, Pelican Lake Area, Rhinelander Area, Three Lakes, Tomahawk.

10. Grow North & OCEDC Report - L. Sackett-

*Grow North is absorbing The GRID from Nicolet, strategic planning is happening
OCEDC- updating website, 24 million broadband project*

11. ITBEC Marketing Committee Report - L. Sackett- C. Shultz reports: *changing name to North Central Tourism Partnership , updating bylaws, back to Camper/RV show in Green Bay. Chris will update us in the future.*

Dates: Joint board & Tourism: January 25 in Florence County and March 28 Lincoln County

Tourism Committee TBD

12. Department of Tourism Report - J. Anderson-

- *Almost 1.2 million page views in Fall Color Report, 41% increase in users over last year.*
- *Working on firming up snow reporters. Always need more silent sports reporters.*
- *Winter campaign webinar December 19, 2023*
- *Listings- be sure to update Events & Dining*
- *Travel Green renewals now, push into 2024 for new pledges*
- *Group discussion about Aurora Borealis and bringing people here to see them. Capitalize on the frenzy.*

13. Community Reports

a. Three Lakes:

- *Discussion about Short Term Rental minimum stay ordinance and what is the best way forward with the county and municipalities.*
- *Shared about structural changes- officially VB, no longer Chamber of Commerce*
- *Shared about recent holiday events*

b. Rhinelander:

- *Shared about new hotel projects*
- *In second year of Destination JEM with some new marketing opportunities*
- *Shared about 100th year celebrations forthcoming*

C. Tomahawk

- *Shared about the town coming together after the downtown fire at Nachos.*
- *Shared about shop local promotions and holiday events*

D. Minocqua

- *Shared about local holiday events.*
- *Hazelhurst is joining the Let's Minocqua Tourism Zone.*
- *J1 Visa housing project in the works and will break ground this year.*
- *Krystal is attending the Outdoor Adventure Show- Toronto! Opportunity to highlight all northwoods partners.*

b. Pelican River Forest Updates – K. Westfahl

14. Public Comment/Communication

15. Items to include on the next agenda-

CIP Meeting Friday 12/8.

16. Set Date and Location

February 5th Tomahawk

April 1- Minocqua

June 3- Rhinelander

August 5- Three Lakes

October 7- Tomahawk

December 2- Minocqua

17. Adjournment- Sackett/Sharpe 2:40 pm