

MEETING MINUTES

COMMITTEE: ONEIDA COUNTY TOURISM COUNCIL

DATE/TIME: Monday, February 4, 2024 01:00 PM Central Time

PLACE: ZOOM

TOPIC: OCTC BOARD MEETING

AGENDA:

- Call to Order- 1:09 pm Quorum at 1:13
 - Attendance : Jacqui Sharpe, Lauren Sackett, Krystal Westfahl, Collette Sorgel, Sherry Hulett,
 - Guests: Theresa Smith, Lyn Pilch, Jeff Anderson, Jeff Verdoorn.
- Discuss/Approve meeting notes – 12/4/23-
 - **L. Sackett motions to approve December 4 minutes. S. Hulett seconds. Motion carries 4/0**
 - C. Sorgel abstains as she wasn't at 12/4 meeting.
- Discuss/Approve Treasurer's Report - L. Sackett
 - **K. Westfahl motions to approve Treasurer's Report. J. Sharpe seconds. Motion carries 5/0**
- Discuss/Approve agenda for today's meeting
 - **J. Sharpe motions to approve agenda. C. Sorgel seconds. Motion carries 5/0**
 - Order of agenda items at Chair's discretion
- Discuss/Approve Invoices - L. Sackett
 - **K. Westfahl motions to approve invoices. S. Hulett seconds. Motion carries 5/0**
- Election of officers-
 - **S. Hulett motions that all officers retain their current positions for 2024. K. Westfahl seconds. Motion carries 5/0**
 - President: Krystal Westfahl
 - Vice President: Sherry Hulett
 - Treasurer: Lauren Sackett
 - Secretary: Jacqui Sharpe
- Pilch & Barnet Marketing Report - L. Pilch
 - *DEAI Project update*: moving at rapid speed. Business updates are in. Removing closed businesses from website then we'll get a list for enews going out on Tuesday 2/13. Updated trail information has been added to website.
 - *Oneida County/Vilas County Snowmobiling JEM Grant*: stopped marketing due to snow conditions. Website is up and running with clubs, 2000+ on email list, Sweepstakes goes through 2/7 and can be used next year. \$5000 will be returned to Travel Wisconsin
- Mapping Project / CIP Funding Update-
 - Krystal- The project has been approved with ARPA funds, just waiting for county board for final approval. Ready to move forward. Krystal will follow up with Land

Information and 4 DMOs will get together with P&B to get a plan and timeline together.

- Discuss OCTC organizational structure - dues, members
 - Nothing to present yet. Tabling for the next meeting or summer time.
- Grow North & OCEDC Report - J. Verdoorn
 - Broadband work is happening and will continue. Working on Grow North-executive team to discuss the future.
- ITBEC Marketing Committee Report - C. Schultz/Sherry
 - Friday 2/2 Marketing Meeting: updating the bylaws to formalize tourism committee. Make that the primary part of ITBEC, will be overseen by the board. Tourism professionals will be appointed by the county, instead of county board members. 13,000 marketing budget. Someone needs to lead the charge to decide what's next. Positive report from Green Bay RV/Camping Show. Sherry attended. We could have mailed our guides. Next meeting April. Lauren is the one doing web updates for Oneida County.
- Department of Tourism Report - J. Anderson
 - Top Chef update- focus on Culinary. Join the passport with Bandwango. 2/16 deadline to recommend restaurants for the culinary passport. Encouragement to double down on the culinary story.
 - WIGCOT-Register for WIGCOT March 10-13 in Lake Geneva.
- Community Reports
 - a. Three Lakes Short Term Rental Letter Request - J. Sharpe
 - on hold, new response stuck in committee in Three Lakes.
 - b. Pelican River Forest Updates – K. Westfahl-
 - Gov. Evers is moving forward with this, found new funding. Largest conservation easement in the state.
 - Copy on the website since this is in Oneida County. Build a page for our website. P&B- come up with a way to highlight.

Tomahawk:

- March 2nd is Taste of Tomahawk.
- Bloody Mary Trail and Cheese Crawl- to promote businesses affected by lack of snow. Free card, go get a stamp with a purchase. Then you can win and vote on best bloody. Ends April 10. Working with Wander in Wisconsin.
- Working with coffee/flower shop. Order through Chamber, get flower arrangement and coffee. \$25. Chamber staff is delivering.

Minocqua:

- New sign is up!
- Northwoods economic impact- collecting data from businesses, discussing how to continue to market while also acknowledging the catastrophic winter we're having.
- Influencer trips, snowmobiling canceled. Ice Fishing moving forward.

- Upcoming trip to a show in Toronto, then home and off to Canoeecopia and WIGCOT

Rhineland:

- Holiday Inn Express is open, still finishing. Other new hotel is moving along.
- 100th Anniversary Gala was sold out (in 24 hours!). 250 attendees
- Community Expo- over 70 vendors, 7 counties in the dome, still accepting vendors
- Ski for Light- January 28-Feb 4- skied a little before things melted, went out and about in the community.

Three Lakes:

- Everything is canceled, except Junker Sled weekend. They'll be making snow in the park
- Ice Fishing is hot.
- Attended WEDA conference, still trying to figure out getting a hotel and the larger economic development picture

- Public Comment/Communication
Discussion about ATV in winter and resurrecting Oneida County Restaurant week.
- Items to include on the next agenda- none
- Confirm Date and Location April 1 Minocqua
- Meeting adjourned at 2:15 pm