

MEETING AGENDA

COMMITTEE: ONEIDA COUNTY TOURISM COUNCIL

DATE/TIME: Monday, April 15, 2024 10:00 AM Central Time

PLACE: Zoom

TOPIC: OCTC BOARD MEETING

ATTENDEES: Krystal Westfal, Sherry Hulett, Jacqui Sharpe, Lauren Sackett, Jeff Anderson-Guest, Susanne Thiede-Barnet-Guest, Steven Shreier, Chris Shultz (zoom)

MINUTES:

1. Call to Order
 - a. 10:04pm with K. Westfal chairing
2. Discuss/Approve agenda for today's meeting
 - a. S. Schreier motioned to approve the agenda. L. Sackett seconded the motion. Agenda approved.
3. Order of agenda items at Chair's discretion
4. Discuss/Approve meeting notes - 2/5/24
 - a. S. Schreier motioned to approve the minutes of the February 5, 2024 OCTC meeting. L. Sackett seconded the motion. Minutes approved.
5. Discuss/Approve Treasurer's Report - L. Sackett
 - a. S. Schreier motioned to approve the treasurer's report. K. Westfal seconded the motion. Treasurer's report approved.
6. Pilch & Barnet Marketing Report
 - a. DEAI Project update
 - i. S. Thiede-Barnet reported that more than 60 businesses submitted information and the website was updated to reflect those submissions. One-on-one follow ups are now in progress with those businesses that responded as accessible. A sweepstake will take place in late spring and run through early summer. There is a meeting scheduled for tomorrow.
 - b. Oneida County/Vilas County Snowmobiling JEM Grant
 - i. S.Thiede-Barnet reported that the campaign is closed and waiting only check numbers to submit for the state's reimbursement and Q1 room tax numbers to add to the state's evaluation.
 - c. Trails Guide
 - i. S. Thiede-Barnet reports we're in the collection phase. Volunteers are collecting trail GIS information through mid-May at which time everything will go to OC Land Information to input into their mapping system before providing us with the files in June.
 - d. Strategic Planning Meeting
 - i. I. 4/29 at 10am
7. Discuss OCTC organizational structure - dues, members
 - a. This topic will stay on agenda for future discussion.
8. Grow North & OCEDC Report - L. Sackett

- a. Jeff was not present. His retirement date is extended until 7/1 or they fill the position. Tommy is the interim director. The group is trying to decide how to move forward.
9. ITBEC Marketing Committee Report - L. Sackett
 - a. ITBEC marketing committee met at the end of March to look at how to spend their unallocated funding and decided to spend it on SEO. There were bylaw changes to their structure and name now called North Central Tourism Partners. The marketing committee will now comprise one person in tourism, two county board supervisors and will have a chair and vice chair. Currently the chair is Clyde and vice chair is Autumn. The total investment is \$13,000.
10. Department of Tourism Report - J. Anderson
 - a. J. Anderson indicated this would be his last OCTC meeting as he's leaving his state position and returning to Waupaca. Drew will temporarily be filling in but note he does have a large area of the state now.
 - b. The summer campaign already launched on April 1. You can look at the industry site to find it.
 - c. National Travel and Tourism Week is the third week of May this year, 5/19-25. The state will be using the national toolkit and will release state impact numbers on June 11.
 - d. K. Westfal and the committee thanked Jeff for the years of support and wished him well.
11. Community Reports
 - a. Three Lakes - J. Sharpe: Keep the Short Term Rental Letter Request on the agenda. Lightning strike hit farm property recently and there were several fire departments involved. Luckily it was under control. The last week of this month, we're hosting 101 Economic Development for Elected Officials. We're attempting a quarterly stakeholder's meeting so we can move in a similar direction. S. Schreier suggested reaching out to the Regional Planning Commission (contact Dennis Lawrence) about available grants to look at hotel development. The grants are intended to boost the economy through education, training or seed money for projects. He's not certain of all the details. There is \$7 million in our region but Oneida County has not been awarded funds.
 - b. Pelican River Forest is official. Matching funds through DNR, other organizations and qualified US Forest Service Legacy program. Purchasing of easements to have trails open to the public with permits for things like trapping, hunting, etc. More comprehensive connected trail system in future development will need funding. In the current Trails Guide we have included mention of wild hiking and wild snowshoeing. We'll need to look to identify the property. Land Information is a starting point to get some information or perhaps the owner (Nature Conservancy). pelicanriver.org is a Friends site and Gathering Waters is behind it. Keep this topic on the list.
 - c. Minocqua Area – K. Westfahl - Referendum failed by 12 votes. We're under construction in town. During the annual town meeting this week, we're asking for \$350,000 for J1 housing that will allow us to bring international students to the area to help fill jobs. We did a \$40,000 housing feasibility study. We're looking at the T1 to build housing. WHEDA project is waiting for approval to include a multi-family apartment complex. We're getting a new hotel in Arbor Vitae (TRU by Hilton) that will have 80 rooms. No completion date yet. We're kicking off a month-long "Art on the Island" campaign

starting May 8 where we're mixing art at businesses and creating a walking tour with information on artists.

- d. Rhinelander Area - L. Sackett - Shared information on the opening of the newest hotel, Holiday Inn Express with 99 modern rooms and the Cobblestone going in near the roundabout and opening in September with 62 rooms including suites and a pool. Rhinelander is in the middle of our branding grant where we are testing new marketing, working on wayfinding this summer and identifying key locations for new signage. A staff member recently left but a replacement has been hired.
 - e. Tomahawk Area - S. Hulett -Thursday is my last day. No future plans yet. Spring Swing and a car show happening next month. S. Hulett indicated that she provided T. Smith with an update on the Hiawatha Trail but the Windmill doesn't open until May.
 - f. C. Schultz and S. Schreier indicated that they are uncertain of their future on this committee. The board chair appoints us and so we may or may not be here but we enjoyed our time. The committee thanked both for your service.
12. Public Comment/Communication
 13. Items to include on the next agenda
 14. Set Date and Location - 6/3 - Three Lakes, 8/5 - Rhinelander, 10/7 - Tomahawk, 12/2
 15. Adjournment at 11:00am