

MEETING AGENDA

COMMITTEE: ONEIDA COUNTY TOURISM COUNCIL

DATE/TIME: Monday, September 9, 2024, 01:00 PM Central Time

PLACE: Let's Minocqua Visitors Bureau

TOPIC: OCTC BOARD MEETING

ATTENDEES: Krystal Westfahl, Jim Rosenberg-Guest, Tony Pharo-Guest, Jacqui Sharpe, Lauren Sackett (zoom), Lyn Pilch-Guest, Michael Tautges, Collette Sorgel, Andrew Nussbaum-Guest, Chris Jennings-Guest, Theresa Smith-Guest

MINUTES:

1. Call to Order
 - a. 1:00pm with K. Westfahl chairing
2. Discuss/Approve agenda for today's meeting
 - a. C. Sorgel motioned to approve the agenda. J. Sharpe seconded the motion. Agenda approved.
3. Order of agenda items at Chair's discretion
4. Discuss/Approve meeting notes – 6/13/24 and 7/19/24
 - a. C. Sorgel motioned to approve the minutes. J. Sharpe seconded the motion. Minutes approved.
5. Discuss/Approve Treasurer's Report - L. Sackett
 - a. J. Sharpe motioned to approve the treasurer's report. C. Sorgel seconded the motion. Treasurer's report approved.
6. Discuss/Approve Invoices - L. Sackett
 - a. Q1 and Q2 invoices have been paid
 - b. ARPA invoice will be billed directly to Tina
7. 2025 Budget - upcoming meetings/presentations
 - a. The budget has been presented and the preliminary request was passed
 - b. Budget hearing is in October, approval is in November
 - c. Discussed presentation talking points and the need for OCTC county board members to attend and support
8. Administrative Structure - discussion/possible approval
 - a. Still reviewing the outline - trying to determine how to best communicate the representation of all communities within the county even though not all are participating
 - b. Will have a draft ready for review at the November meeting
9. Pilch & Barnet Marketing Report - T. Smith/L. Pilch
 - a. Trails Guide Update - ARPA Funded Mapping Project
 - i. All trails have been tracked except for one which we are waiting for more information on regarding marketing
 - ii. K. Westfahl shared the mock-up pages
 - iii. First draft of the guide will be ready in late October, should be on track for the guides being printed by the end of the year
 - b. Oneida County/Vilas County Snowmobiling JEM Grant Application
 - i. Application was submitted by Let's Minocqua on behalf of the OCTC and the VCTP
 - c. Photo shoots - past and upcoming
 - i. Had 3 days of shoots in July. One more coming up on September 30.
 - ii. Photo release will be given to the photographer. This is an online form.
10. OCEDC Report – T. Pharo
 - a. Biggest focus right now is the working through the current housing situation

11. North Central Wisconsin Tourism Partnership (formerly ITBEC) Report – M. Tautges
 - a. Recently attended the board meeting for the first time. They are working through organizational changes, dues structure (will likely remain the same), and the name change.
 - b. Discussion regarding the value of their dues
12. Department of Tourism Report - A. Nussbaum/C. Jennings
 - a. Fall color report is up and running as fall colors begin to show
 - b. Fall campaign is running - getting travelers excited for the change of seasons
 - c. September 19 - co-op webinar
 - d. Looking ahead and hoping for a snowy winter season!
 - e. Introduced Chris Jennings as new representative
 - f. New travel expo/ATV/outdoor rec show in Oshkosh in May
13. Community Reports
 - a. Three Lakes: Music Crawl went well despite last minute changes due to a band canceling. Oktoberfest is a week from Saturday and continues to grow every year. Annual Awards are in October. Needs more lodging in Three Lakes and more flexibility on bookings. Short-term rental letter request to the county still has not generated a response. Would like the OCTC to reissue the letter with minor adjustments. Hoping to see a new hotel come in to help fill the lack of lodging in the Three Lakes area.
 - b. Rhinelander: Visitor center going through renovations. Project North Festival is September 20-21.
 - c. Minocqua: Golf outing (Let's Scramble) was last week. Beef- A- Rama is the last weekend in September. 99 vendors in the craft show. 35 roasters this year. Next year is the 60th. Considering a building move to downtown, still discussing with the board of directors. Has applied for grant funding to build an experience center for the 30,000+ visitors who come through their doors each year. In the process of awarding room tax grants. Arbor Vitae, Woodruff, Hazelhurst room tax saw an increase this summer and Minocqua flatlined.
 - d. September/October of the election years are always tough for travel, historically speaking.
14. Public Comment/Communication
 - a. J. Rosenberg reported that the WEDC is hosting their expo in Lacrosse on October 15-16.
15. Items to include on the next agenda
16. Confirm Date and Location - 11/4/24, 1pm, Three Lakes
17. Adjournment at 2:36pm