

MEETING MINUTES

COMMITTEE: ONEIDA COUNTY TOURISM COUNCIL

DATE/TIME: Monday, January 6, 2024, 01:00 PM Central Time

PLACE: Rhinelander Chamber of Commerce

TOPIC: OCTC BOARD MEETING

Present: Lauren Sackett, Jacqui Sharpe, Collette Sorgel, Michael Tautges, Krystal Westfahl

Also present: Chris Jennings, P+B (Pilch & Smith), Tony Pharo, Jim Rosenberg

AGENDA:

1. Call to Order
 - a. Westfahl called the meeting to order at 1:04p.
2. Discuss/Approve agenda for today's meeting
3. Order of agenda items at Chair's discretion
4. Discuss/Approve meeting notes – November 4, 2024
 - a. Sorgel motioned to approve agenda and minutes. Sharpe seconded the motion. Tautges noted a spelling error. All in favor. Motion carries.
5. Discuss/Approve Treasurer's Report - L. Sackett
 - a. Sackett presented the report for year-end 2024. Sorgel motioned to approve the report. Sharpe second. All in favor. Motion carries.
6. Discuss/Approve Invoices - L. Sackett
 - a. No open invoices to approve today.
7. 2025 Budget - upcoming meetings/presentations
 - a. Removed from discussion. Carry over from previous meeting by accident.
8. Administrative Structure - discussion/possible approval
 - a. Westfahl shared the background about the admin structure document. Discussion regarding two language updates to the "Organization & Structure" section and the "Officers" section.
 - i. Sorgel motioned to approve the structure with the updates presented. Tautges seconded. All in favor. Motion carries.
 - b. With the approved structure, Westfahl discussed the 2025 officer positions. Proposed 2025 officers include: Chair – Sharpe. Vice Chair – Sackett. Treasurer – Westfahl.
 - i. Sorgel motioned to approve. Tautges second. All in favor. Motion carries.
9. Pilch & Barnet Marketing Report - L. Pilch or T. Smith
 - a. Trails Guide Update - ARPA Funded Mapping Project
 - i. Guide delivery this Wednesday – 28 page guide. Website updates completed in conjunction. Link to the Land Information site added as well.
 - b. Oneida County/Vilas County Snowmobiling JEM Grant Application
 - i. A lot going on on our end, but obviously trails aren't open right now. Over 200 snowmobile related businesses have been added to the snowmobile site. Articles added to build SEO. Sweeps promo running as of right now already 1800 entries.
 - c. Photo shoots – upcoming
 - i. Discussion regarding our winter shoot, we plan to push it back to February due to the weather conditions.
10. OCEDC Report – T. Pharo
 - a. Office location to move to the Klinner Insurance building. Busy with business start-ups. Still working on BEAD funding for Broadband. OCEDC is doing a housing study this year and will be a primary focus of their scope of work this year.
 - b. Feb 26 – Federal Reserve Bank coming to town for discussion – The Pines Event Center

11. Grow North Report - T. Wartman
 - a. Not present. N/A
12. North Central Wisconsin Tourism Partnership (formerly ITBEC) Report – J. Sharpe
 - a. Oneida County is no longer involved with the group as of 1/1/25.
13. Department of Tourism Report -C. Jennings
 - a. Feb 1 – JEM & RSG & MMB deadline. July 1 – TIC Deadline. Winter Campaign is launched and running, pivoting a bit based on winter conditions. Great time to schedule visits with the Office of Group Travel. WIGCOT registration is open.
14. Community Reports
 - a. Three Lakes Short-Term Rental Letter Request - J. Sharpe
 - i. Tabled for next meeting per Sharpe.
 - b. Minocqua – Launching a new brand Mid-February, new sign, new guide, updating all collateral. Pond Hockey first weekend of Feb. Destinations WI meeting next week.
 - c. Rhinelander – 2nd Hotel is open. Destination guide is here. New strategic plan.
 - d. Three Lakes – A little slower organizationally, adding an ice fishing event in a few weeks. Working on Ride with the Cup. Destination guide coming out now. Hotel.
15. Public Comment/Communication
 - a. Discussion regarding potential of ATV/UTV usage on trails in the off season with these winters with lack of snow.
 - b. Read aloud the emailed public comment from Mr. Hintz in Three Lakes regarding fall fishing. Westfahl to reply.
 - c. WEDC Jim – Entrepreneurial Partnership Grant is now open.
16. Items to include on the next agenda
 - a. NTTW Event Plan – May 9th.
 - b. Meeting location discussion.
17. Confirm Date and Location
 - a. March 3rd – 1 pm – Minocqua
18. Adjournment
 - a. Meeting adjourned at 1:55p.