

Regular May Richland Center Tourism Commission Meeting, May 5, 2025

The meeting was called to order by Commission Chairman Ron Fruit at 4:05 pm.

Members present Ron Fruit, Jayme Walsh, Karin Tepley, and Dennis Fry arrived shortly after the meeting started. Toni McCarville was absent.

Director Marty Richards stated that the meeting was properly noticed according to open meetings law, and a quorum was present.

Karin Tepley made a motion to approve the meeting minutes from the April 7, 2025, meeting and Dennis Fry seconded the motion carried unanimously.

Public Comment: There was no public comment raised.

Quarterly Expenditure Report

April Payment Report -This report will be provided to the Commission for review with questions and/or explanation permitted. The expenditures are approved by the Budget and Finance Committee and forwarded to the City Council for final approval.

Discussion and Possible Action Items

Director Richards provided an overview of the Tourism Goals 2022 which is when he started.

Several concerns and ideas were discussed. Why do marketing outside of Richland County on social media, suggestion to develop a written criteria for choosing the entities we do marketing for, how to reach out and expand events that we would consider giving grants to - possibly opening up the grants to for-profit entities were several topics discussed. Discussion only - No action taken.

Department Updates: Director Richards offered several updates:

The Pine River bike trail should be graded and sprayed – Josh Elder/Richland County Highway. The Pine River should be ready - 13 Pines RC will be the new contact for current conditions and rental information.

Streaming Advertising Report from the 1st Q – Website traffic was up 3000 new views year over year from January – March time period.

A new event that will be sponsored by City Utilities on May 28th at the Community Center-Summer Resource Fair. Described as a collection of resources for what is happening in our community over the summer. June is very busy with Dairy Breakfast, High School Rodeo/Parade, Thunderfest/Fireworks...etc!

Next meeting and topics. It was determined that the next meeting is expected to be on July 7, 2025. The motion was made to adjourn the meeting by Dennis Fry, 2nd Jayme Walsh. Motion Carried. The meeting was adjourned at 4:50 pm.