

Regular March Richland Center Tourism Commission Meeting, March 4, 2024

The meeting was called to order by Chairperson Lenny Schaub at 4:00 pm.

Members present, Lenny Schaub, Dennis Fry, Christy Adsit, Candace Fagerlind. Karin Tepley was absent.

Dennis Fry made the motion to approve the minutes from the February Richland Center Tourism Commission, member Christy Adsit seconded that motion. The motion was unanimously approved by voice vote.

**Tourism Grant Applications:**

There were no Tourism Grant applications.

**Lamar Digital Advertising Discussion and Possible Action:**

Director Richards brought forward the proposal to renew our digital billboard advertising with Lamar Advertising in 2024. There were three proposals, one to spread the advertising through Milwaukee and Chicago. The Commission rejected that idea as Milwaukee traffic will be much different this summer with a heavy national aspect due to the DNC Convention. The commission reached consensus to approve the 4<sup>th</sup> proposal, which is to utilize 5 billboards in the Northern Chicagoland area that matches up well with our new streaming advertising messaging. A motion was made by Christy Adsit to accept the proposal from Lamar Advertising to utilize 5 digital billboards, at \$900 per 4 weeks, at a total cost of \$4,500 per period for 4 consecutive, 4-week periods, for a total expenditure of \$14,400. A roll call vote was held: Lenny Schaub-yes, Dennis Fry-yes, Christy Adsit-yes, Candace Fagerlind-yes.

**Director Richards offered updates and reports on several efforts:**

1. Director Richards updated that the new 2024 Visitor Guide has been received and is in circulation. The design and the final printed product is sharper than the previous edition and of course up-to-date with information.
2. Director Richards offered a review of the budgeting process for Greater Richland Tourism. Stressing that all expenditures must be approved by one of the Tourism Commissions, within their room tax receipts limits. Therefore, it is possible one commission may not approve an expenditure, but another commission may, allowing the expenditure to occur as long as that commission has sent on an amount of room tax exceeding the individual expenditure.

The motion was made to adjourn the meeting by Fagerlind, 2<sup>nd</sup> by Adsit. Motion Carried. The meeting was adjourned at 5:00pm.