

TOURISM COMMITTEE

Tuesday, December 10, 2013
Chamber of Commerce Office

Call Meeting to Order: Dave Lemke called the meeting to order at 2:37 p.m.

Members Present: Dave Lemke, Diane Albrecht, Krist Punzel, Ken Klahn, Gary Jensen and Bruce Strama were present.

Members Absent: Paul Webb

Other Attendees: Joe Scott, Sue Emmerich and Brian Wilson (Publicist).

Approve the Minutes of the October 8, 2013 meeting: Jensen/Klahn to approve the minutes of the previous meeting. The motion carried.

Approve the agenda: Albrecht/Punzel to approve the agenda. The motion carried.

Update on 2014 Maplefest event: Ken Klahn reported that his application for a Wisconsin State grant to aid in promotion/advertising of the 2014 Maplefest event has been approved. According to Klahn the additional funding will allow additional promotion of the event which will be a big step toward the goal of making the event one of the biggest county-wide events in Taylor County. He also reported on several additional activities that will take place the day of the event including a chainsaw artist and antique tractor showing.

Review Requests for promotional funds and follow up on proposed changes to reporting forms: Dave Lemke distributed copies of the application instructions requiring additional information from those receiving tourism funding. The additional information required following each event will allow more in depth review of events that have received funds to better understand how the funds were used and if the event was an enhancement to Taylor County tourism. Groups and organizations are also required to include their FEIN number with the application which may affect the approval of requests if not included. There were three requests submitted including a \$100.00 request by the Chequamegon Bird Club for their annual renewal fee. Joe Scott was present to answer questions pertaining to the Club and request. Following review, Jensen/Klahn to approve the \$100.00 request by the Chequamegon Bird Club. The motion carried. The second request was for \$2,000.00 from Taylor County Lions Maplefest Inc. for advertising and operational expense to expand the festival. Albrecht/Jensen to approve the \$2,000.00 request from Taylor County Lions Maplefest Inc. The motion carried. The third and final request for \$200.00 by the Miller Dam Lake Association for advertising and operational expense was approved on a motion by Jensen and a second by Albrecht which carried. Strama did note that those funding requests that were approved will receive the funding after January 1, 2014 as there is no funding available for 2013.

Reports:

- a. **Star News:** Brian Wilson did not have a written report, but review several promotions that he intends to pursue, including the anniversary celebrations planned for the City of Medford, Village of Gilman and the Taylor County courthouse. He also noted that he would like to increase publicity for the northwestern part of the county, the Jump River area, where there are many events that are not publicized to any extent and could be a tourism related asset.
- b. **Chamber of Commerce:** Sue Emmerich distributed copies of both the October and November 2013 Reports which listed the many events and activities supported by the Chamber. The Chamber is working on a face book page that should be up and running in January 2014 to enhance tourism efforts as many more people are using the network. Emmerich reported that having monthly contests on face book with Taylor County trivia is a great way to promote the site along with tourism and asked that that the Committee approve \$300.00 for 2014 to be used for monthly gift certificates of \$25.00 for contest winners. Klahn/Punzel to approve payment of \$300.00 to the

Chamber of commerce to be used for the \$25.00 Taylor County gift certificates for winners of the Taylor County trivia contests. The Motion Carried.

Approve the invoices: Strama had passed around copies of the invoices received from the Chamber of Commerce. Those invoices were for October and November 2013 and included \$1.40 for office supplies, \$85.30 for postage and TDS tourism sign expense of \$103.40. The total of those invoices to be approved was \$190.10. Albrecht/Jensen to approve payment of the invoices. The motion carried.

Public Input: There was no public input.

Next Committee Meeting: The next meeting of the Taylor County Tourism Committee will be Tuesday, February 11, 2014 at 2:30 p.m. The location of the meeting will be forthcoming, either the chamber office or Perkinstown Winter Sports Area.

Adjournment: With no further business, Albrecht/Jensen to adjourn the meeting at 3:52 p.m. The motion carried.

Bruce P. Strama

TOURISM COMMITTEE

Tuesday, October 8, 2013
Chamber of Commerce Office

Call Meeting to Order: Dave Lemke called the meeting to order at 2:32 p.m.

Members Present: Dave Lemke, Diane Albrecht, Krist Punzel, Ken Klahn, Bill Breneman, Gary Jensen, Paul Webb, Arlen Albrecht and Bruce Strama were present.

Members Absent: All present

Other Attendees: Claire Romanak, Sue Emmerich and Brian Wilson (Publicist).

Approve the Minutes of the August 13, 2013 meeting: Webb/Breneman to approve the minutes of the previous meeting. The motion carried.

Approve the agenda: Diane Albrecht/Punzel to approve the agenda. The motion carried.

Bird City/County Activities Report: Claire Romanak distributed copies of an expenditure list from the May International Migratory Bird Day event held at the Perkinstown Winter Sports Area for committee review. She stated that there were 75 participants in 2013 in comparison to 44 in 2014, and that was despite a cold rainy day in 2013. She reported that they had questioned attendees about how they were informed of the event with most saying they saw one of the posters distributed or on the radio. They will discuss and reevaluate how the advertisement funding will be spent in 2014. The official date for the annual event is the second weekend in May but they are considering a move to the third weekend, with no final decision on that matter.

ATV trail update: There was discussion concerning the opening of ATV routes in the county with Lemke reporting that most municipalities either have approved routes or are considering routes at this time. He hopes that those routes will be complete county-wide by January of 2014; however there may be a couple municipalities that are exceptions. Lemke also noted that winter snowmobile/ATV routes have been approved through the federal forest that would allow trail connections to both Price and Rusk counties, but that those trails have to be cleared and prepped prior to opening and with limited manpower it may take a while. According to Sue Emmerich there have been many requests for ATV route maps but printing maps at this time with all of the monthly route additions would not be feasible. Lemke offered to speak with the forestry department to attempt to make an updatable map available online until county-wide routes are complete when a paper copy would be printed. Committee members felt that the opening of ATV routes will have a positive effect on Taylor County tourism.

Report of funding of placemats: Dave Lemke reported that he was unable to find a sponsor for the 2013 fall hunting placemats, but does have a sponsor for the fishing placemats generally printed in April. He requested that committee members if they do have any contacts that may be interested let them know that the expense for sponsoring 10,000 placemats is \$985.00 and that there should be no more than two related sponsors per printing as the advertising area is not very large. It would be preferable if placemats could be printed quarterly as there are plenty of tourism activities that could be showcased. As there is no money in the tourism budget for printing of the fall/hunting placemats they will not be printed in 2013.

Review 2014 Maplefest event promotion: Ken Klahn reported that he has completed an application for a \$12,000 Wisconsin State grant to aid in promotion/advertising of the 2014 Maplefest event. He also reported that the event will be held at the Taylor County Fairgrounds with additional buildings and will include many additional activities in comparison to the 2013 event. There will be more children's activities and activities will be sustained for longer periods to retain interest throughout the day. There will also be a new

Maplefest website available for persons interested in the event to be held in 2014 on April 26th.

Review Requests for promotional funds: There were no new requests for promotional activity funding.

Reports:

- c. **Star News:** Brian Wilson distributed copies of a report along with copies of the fall/winter "Beyond Expectations" Taylor County Visitor's Guide. He also noted that there was expanded visitation by groups of cross county hikers and bikers in 2013. He has contacted the vendor that had placed Taylor County maps along with Visitor's Guides and other material at wayside locations and was informed that there would be an additional fee for placement of the maps at the locations, so maps will not be included this year. Strama informed members that if the 5,000 maps that were initially planned to be placed at the waysides are no longer going to be distributed, that design and printing of new maps could be postponed until early 2014. He and Wilson will work on the plans for the new maps.
- d. **Chamber of Commerce:** Sue Emmerich distributed copies of both the August and September 2013 Reports which listed the many events and activities supported by the Chamber. The Chamber will plan a tourism booth for the October 19th Economic Development Saturday event but will not have the manpower to staff the booth. Paul Webb offered to man the booth on the morning of the 19th with Bill Breneman offering to handle that duty in the afternoon. Emmerich informed members that the Chamber has been in both Rib Lake and Gilman attempting to get the information out concerning the October 19th event. Emmerich also reported on additional activities planned for 2014 including the City of Medford's 125th anniversary and rededication of Taylor County Courthouse that will be 100 years old along with the Medford City Park activities reported at the August meeting.

Approve the invoices: Strama passed around a copy of the invoices received from the Chamber of Commerce. Those invoices were for August and September 2013 and included \$1.70 for office supplies, \$98.75 for postage and TDS tourism sign expense of \$103.40. The total of those invoices to be approved was \$203.85. Webb/Diane Albrecht to approve payment of the invoices. The motion carried.

Public Input: It had been noted that Arlen Albrecht would be retiring and that this would be his last meeting as an ex-officio member of the Committee. Members thanked Arlen for his input and support of tourism in Taylor County in the past, noting that his continued involvement would be encouraged. Several members had also reported on upcoming activities in their municipalities. It was noted by Emmerich that since the government shutdown and the closing of federal campsites many campers are looking for alternatives to their planned stays at either the Mondeaux or Chequamegon campsites. Klahn felt it appropriate that those receiving promotional funding should return some sort of report that lists the number of attendees and other vital information that would help give insight to the Committee related to that or similar events in the future. He and Dave Lemke will create and present a form that will request pertinent information from those receiving promotional funds.

Next Committee Meeting: The next meeting of the Taylor County Tourism Committee will be Tuesday, December 8, 2013 at 2:30 p.m. The location of the meeting will be forthcoming, either the chamber office or Perkinstown Winter Sports Area.

Adjournment: With no further business, Diane Albrecht/Jensen to adjourn the meeting at 3:43 p.m. The motion carried.

Bruce P. Strama

TOURISM COMMITTEE

Tuesday, August 13, 2013
Chamber of Commerce Office

Call Meeting to Order: Dave Lemke called the meeting to order at 2:30 p.m.

Members Present: Dave Lemke, Diane Albrecht, Krist Punzel, Ken Klahn, Bill Breneman, Gary Jensen, Arlen Albrecht and Bruce Strama were present.

Members Absent: Paul Webb was absent.

Other Attendees: Sue Emmerich and Brian Wilson (Publicist).

Approve the Minutes of the June 11, 2013 meeting: Diane Albrecht/Jensen to approve the minutes of the previous meeting. The motion carried.

Approve the agenda: Diane Albrecht/Punzel to approve the agenda. The motion carried.

Tourism Committee Correspondence: Strama read correspondence received from the Western Taylor County Tourism Committee extending a "Thank-You" for support of their respective event. Strama also reviewed correspondence received from the Star News concerning the tourism books printed by the Star News twice annually. The distribution cost of the books is in excess of \$4,000 and the Star News is soliciting contributions to aid in addressing that expense.

Discuss and act on proposed 2014 tourism budget: Strama had distributed copies of the 2014 tourism budget sheet which was reviewed by committee members. Following extended discussion and several suggestions for increasing line item amounts due to the expanded role of the committee in promotion of events resulting in increased expense, Jensen/Breneman to increase temporary salaries and wages by \$1,500 to total \$6,500 and to increase promotional activities by \$2,000 to total \$6,234 and to approve the budget as amended. Strama had increased postage by \$100 to total \$600 and reduced office supplies by \$50 to total \$50 which were included on the copies of the proposed budget which was approved with the additional funding in temporary wages and promotional events. The motion carried.

Update on warming facility expansion: Lemke reported on the progress of the expansion project at the Perkinstown Winter Sports Area. He noted that the walls were up, roof on and shingled and that the project excepting landscaping is expected to be finished by November 1, 2013.

Review Requests for promotional funds: There were no new requests for promotional activity funding however committee members reviewed the former request by the Chamber of Commerce to approve funding for the October 19, 2013 Economic Development Saturday event. Strama informed committee members that there was approximately \$1,000 available in 2013 for promotional events and advertising. The Committee would have to decide on whether to fund either fall/hunting placemats at the expense of \$985 or funding the October 19th event. Following discussion, Breneman/Jensen to approve \$1,000 in funding for the October 19th Economic Development Saturday event. The motion carried unanimously. There was discussion of possibly funding the fall placemats with donations as members felt it a worthwhile promotion. Lemke offered to contact possible donors requesting that one donor sponsor the fall placemats in return for printing their logo/business information on the placemats. Committee members supported the offer by Lemke.

Reports:

- a. **Star News:** Brian Wilson who was on vacation, but attended the meeting gave a verbal report noting the time spent working with the Taylor County Fair promotions and other activities.

b. Chamber of Commerce: Sue Emmerich distributed copies of both the June and July 2013 Reports which listed the many events and activities supported by the Chamber. The Chamber set up a tourism booth at the Taylor County Fair and participated with a tourism float in the Rib Lake Ice Age Days parade. She also reported that the Chamber is planning three events promoting use of both the new city pool and city park following construction of the pool. Events are planned for June, July 4th and August. She also distributed and reviewed maps of the proposed ATV routes in the City of Medford, which include portions of River Drive, Allman Street, 7th Street, Perkins Street and several other street connections to Motels, restaurants and gas stations. The proposed routes if approved would be approved on a one-year trial basis.

Approve the invoices: Strama reviewed the invoices received from the Chamber of Commerce. Those invoices were for June and July 2013 and included \$13.94 for office supplies, \$110.49 for postage and TDS tourism sign expense of \$103.40. The total of those invoices to be approved was \$227.83. Jensen/Diane Albrecht to approve payment of the invoices. The motion carried.

Public Input: Sue Emmerich informed members that she planned to have a tourism booth at the October 19th Economic Development Saturday event and that committee members should plan to man the booth to answer questions related to tourism activities and promotions supported by the Taylor County Tourism Committee.

Next Committee Meeting: The next meeting of the Taylor County Tourism Committee will be Tuesday, October 8, 2013 at 2:30 p.m., tentatively to be held at the Chamber Office, but the location may be changed to the Perkinstown Winter Sports Area if the conditions are favorable.

Adjournment: With no further business, Diane Albrecht/Jensen to adjourn the meeting at 3:57 p.m. The motion carried.

Bruce P. Strama

TOURISM COMMITTEE

Tuesday, June 11, 2013
Chamber of Commerce Office

Call Meeting to Order: Dave Lemke called the meeting to order at 2:32 p.m.

Members Present: Dave Lemke, Diane Albrecht, Krist Punzel, Bill Breneman, Paul Webb, Gary Jensen and Bruce Strama were present.

Members Absent: Ken Klahn and Arlen Albrecht were absent.

Other Attendees: Michael Wellner, Ken Coyer, Gene Knoll, Sue Emmerich and Brian Wilson (Publicist).

Approve the Minutes of the April 9, 2012 meeting: Albrecht/Breneman to approve the minutes of the previous meeting. The motion carried.

Approve the agenda: Albrecht/Webb to approve the agenda. The motion carried.

Tourism Committee Correspondence: Strama read correspondence received from both the Chequamegon Bird Club and Taylor County Lions and Lioness Clubs thanking the Tourism Committee for support of their respective events.

Review status of the Maple Festival Event: Dave Lemke reported on the success of the event held in May and touched on the positive future of the Maple Festival Event.

Review Requests for promotional funds: Paul Webb and Gene Knoll were present to discuss expansion of the ATV trail system in Taylor County. Knoll has been working with the Town of Medford and stated that a public hearing had been held in the Town of Medford and that the Town intends to open all of their roads to ATV traffic with the expense of signing the only remaining issue. Knoll informed committee members that unlike snowmobiles, ATVs are only allowed on designated routes and are not allowed to proceed to the nearest designated route via use of other municipal roads. Knoll had also prepared a rough draft mapping of streets within the City of Medford that he felt appropriate to allow access from surrounding townships to motels, gas stations and other services available in the City. Knoll estimated the signing expense for the routes he had suggested in the city to be approximately \$1,000.00. Following review of the proposed routes there was some discussion concerning the enforcement of violations and liability of the city related to approving the ATV routes. Webb and Knoll had suggested that the Tourism Committee commit funding to municipalities to aid in signage required for the ATV routes. The estimated expense for signage required to open all township roads in the Town of Medford is \$2,500. Chairman Lemke stated that in his opinion the ATV clubs and/or municipalities should be responsible for the cost of signage and that the Tourism Committee should support the expansion of the trail system through education, marketing and advertising. Avenues of support were discussed as was the proper procedure for requesting that the ATV trail system expansion be approved in the city to increase tourism dollars for businesses located in the City. Following the discussion, Webb/Jensen to have the Chamber/Sue Emmerich draft correspondence to the City Council supporting ATV route expansion in the City of Medford. The motion carried.

Report on 2012/13 Perkinstown Sports Area tubing season and update on the warming facility expansion: Strama had prepared and distributed a report of attendance and activities held at the Winter Sports Area in the past season. The total number of tubers was 3,943 and there was a net profit of \$2,768.89 for operations not including general maintenance and utilities expenses. Lemke reviewed progress related to the expansion of the current warming facility with little to report at this time as construction has not begun. He did report that the plans are complete and that construction will begin as soon as weather permits. He also noted that He and several other volunteers have removed the

deck from the existing building in preparation for construction. The Chamber will post updates on the web page and on face book as construction progresses.

Review remaining 2013 budget and take appropriate action: Strama had prepared a summary of funds available from the Tourism Budget for the remainder of 2013. He noted following review that if the Committee were to only fund placemats for Fall hunting from the promotional account and fund only the fair booth and Fall Visitors Guide from the advertising account that the expenses would be equivalent to the amount available in the budget for the remainder of 2013. There was discussion of possibly requesting additional funds from the Finance Committee however there was no action to that effect at this time. The committee members were interested in funding the "Economic Development Saturday" event planned for October 19, 2013 but with no funds available were unable to do so. Emmerich noted that if the Committee were to approve payment of \$2,355.50 remaining in the Temporary Salaries line of the budget for use by the Chamber in staffing the event that it would help in promoting the event and would be appreciated. Webb/Jensen to approve payment of the \$2,355.50 remaining in the Temporary Salaries line to the Chamber at this time. The motion carried.

Reports:

- a. Star News:** Brian Wilson distributed copies and reviewed the Report he had prepared with committee members. He noted a couple projects including a "Taylor County Treasures" series and "Things to Do" in Medford or central Wisconsin, two promotions to enhance interest in Taylor County.
- b. Chamber of Commerce:** Sue Emmerich distributed copies of both the April and May 2013 Reports which listed the many events and activities supported by the Chamber, also highlighting upcoming events.

Approve the invoices: Strama reviewed the invoices received from the Chamber of Commerce. Those invoices were for April and May 2013 and included \$2.70 for office supplies, \$170.57 for postage and TDS tourism sign expense of \$103.40. The total of those invoices to be approved was \$276.67. Jensen/Albrecht to approve payment of the invoices. The motion carried.

Public Input: Breneman updated the Committee on the status of the 2013 June Dairy Days expanded event to be held on the coming weekend and Punzel reported on the Rib Lake Ice Age event to be held on the weekend of August 10th.

Next Committee Meeting: The next meeting of the Taylor County Tourism Committee will be Tuesday, August 13, 2013 at 2:30 p.m. to be held at the Chamber Office.

Adjournment: With no further business, Albrecht/Jensen to adjourn the meeting at 4:00 p.m. The motion carried.

Bruce P. Strama

TOURISM COMMITTEE

Tuesday, April 9, 2013

Chamber of Commerce Office

Call Meeting to Order: Dave Lemke called the meeting to order at 2:34 p.m.

Members Present: Dave Lemke, Krist Punzel, Bill Breneman, Ken Klahn, Arlen Albrecht and Bruce Strama were present. Diane Albrecht arrived at 3:50 p.m.

Members Absent: Paul Webb, and Gary Jensen were absent.

Other Attendees: Chris Finkler, Clair Romanak, Sue Emmerich and Brian Wilson (Publicist).

Approve the Minutes of the February 12, 2012 meeting: Punzel/Klahn to approve the minutes of the previous meeting. The motion carried.

Approve the agenda: Breneman/Punzel to approve the agenda. The motion carried.

Review status of the Maple Festival Event: Ken Klahn reported on all of the activities that will be included in the Event including a "Little Red Wagon" parade in which all 4th grade classes county-wide will participate, contests, meals, food and beverages available, live music and other related activities. According to Klahn the day will be an action packed event for all ages and all interests.

Review Requests for promotional funds: Chequamegon Bird Club members Clair Romanak and Chris Finkler distributed and reviewed information related to the International Bird Day Event that will be held on May 11, 2013 at the Perkinstown Winter Sports Area. Holding the Event is part of the criteria required in order to continue being designated as a "Bird County". The club had submitted a request form asking for \$271.00 to be used for advertisement of the event. Following the discussion, Breneman/Punzel to approve the request for \$271.00 by the Chequamegon Bird Club. The motion carried.

Reports:

- a. Star News;** Brian Wilson distributed copies of the monthly report prepared for the Committee. He also distributed copies of the Spring/Summer tourism books for review by the Committee. Committee members reviewed both the monthly report and the Spring/Summer tourism book. There was also a letter from the Star News sales manager attached requesting that the Tourism Committee contribute an additional \$1,500 for producing additional tourism books. There was no action on the request. Wilson noted that Taylor County maps were placed in distribution locations along with the tourism books in 2012. Committee members felt it appropriate to include maps again in 2013, so Wilson agreed to pick up maps at the courthouse for distribution. Wilson also distributed copies of the proposed 2013 fishing season/lakes placemat for review by committee members. Klahn/Punzel motioned to approve printing of 10,000 placemats for distribution. The motion carried. Wilson had also distributed a summer events related placemat for review. Committee members showed interest and on a Klahn/Breneman motion approved unanimously that 10,000 events related placemat be printed subject to the committee chairman's approval to be dependent on available funding.
- b. Chamber of Commerce;** Sue Emmerich distributed copies of both the February and March 2013 Reports which listed the many events and activities supported by the Chamber. Emmerich also informed committee members that the Chamber is planning to hold an event "Economic Development Saturday" later in the year, summer/fall, promoting economic development in Taylor County. As tourism is a factor directly related to economic development Emmerich felt it essential that the event be supported by the Tourism Committee and requested funding from the Committee to

help defray the cost of the event. The main speaker at the event is slated to be the owner of "Famous Dave's" restaurant chain. There was discussion and committee members agreed that financial support would be appropriate. Strama reported that funding may be an issue for the remainder of 2013 as the \$4,284 budgeted for promotional activities in 2013 is becoming depleted and the amount of carry-over from 2012 is not currently known, but will be less than in past years due to more expenditures being requested and approved in 2012. Committee members agreed that the "Economic Development Saturday" should be a priority when considering whether to fund either that event or the events placemats. Klahn/Breneman to, based on the funding available, approve that the Committee Chairman be designated to approve up to \$1,000 to aid in funding the "Economic Development Saturday" event, with that event prioritized over the events placemats when making the decision. The motion carried.

Approve the invoices: The invoices reviewed included Chamber of Commerce invoices for February and March 2013 of \$14.65 for office supplies, \$139.16 for postage and TDS tourism sign expense of \$103.40. The total of those invoices to be approved was \$257.21. Diane Albrecht/Punzel to approve payment of the invoices. The motion carried. Strama noted that he had contacted Chairman Lemke and had gotten approval for placement of the glossy colored ad in the Visitor's Guide at the expense of \$450.00. Due to time restraints the approval could not wait until the monthly meeting.

Public Input: Breneman reported on the status of the 2013 June Dairy Days expanded event.

Next Committee Meeting: The next meeting of the Taylor County Tourism Committee will be Tuesday, June 11, 2013 at 2:30 p.m. to be held at the Chamber Office.

Adjournment: With no further business, Diane Albrecht/Klahn to adjourn the meeting at 3:59 p.m. The motion carried.

Bruce P. Strama

TOURISM COMMITTEE

Tuesday, February 12, 2013
Chamber of Commerce Office

Call Meeting to Order: Diane Albrecht called the meeting to order at 2:35 p.m.

Members Present: Diane Albrecht, Gary Jensen, Krist Punzel, Bill Breneman, Ken Klahn, and Bruce Strama were present. Dave Lemke arrived at 2:10 p.m.

Members Absent: Paul Webb, and Arlen Albrecht were absent.

Other Attendees: Sue Emmerich and Brian Wilson (Publicist).

Approve the Minutes of the December 11, 2012 meeting: Jensen/Punzel to approve the minutes of the previous meeting. The motion carried.

Approve the agenda: Breneman/Klahn to approve the agenda. The motion carried.

Approve the invoices: The invoices reviewed included Chamber of Commerce invoices for December, 2012 and January 2013 of \$.55 for office supplies, \$65.33 for postage and TDS tourism sign expense of \$103.40. The total of those invoices to be approved was \$169.28. Jensen/Punzel to approve payment of the invoices. The motion carried.

Reports:

- a. **Star News;** Brian Wilson distributed copies of a report prepared for the Committee. He reviewed the report with committee members, highlighting several areas of the Report.
- b. **Chamber of Commerce;** Sue Emmerich distributed copies of both the December 2012 and January 2013 Reports which listed the many events and activities supported by the Chamber. Emmerich stated that ATV/snowmobile registration requests have been high since the trails opened. Emmerich also noted that the Chamber has been busy with both the Destination Medford Women's Weekend and the Home & Business Expo. The Expo is being expanded again this year and will have additional booths available along with additional activities at the Medford Elementary School including set-up of the inflatables that were purchased by the Chamber. Taylor County Tourism will have a booth at the Expo and following discussion, Jensen/Albrecht to hold a drawing at the booth both Saturday and Sunday of the Expo for a \$50 tourism gift certificate that can be used at any business in Taylor County. The Chamber will assist in the promotion which will total \$100, with a \$50 drawing each day. The motion carried.

Review requests for promotional funds: There were two requests for promotional funds reviewed for approval. The first request was from Lion/Lioness clubs, presenting a request for \$2,000 which will be used for advertising and promotion of the Maplefest Event and the second request was for \$500 received from the Chamber and would be used to fund addition of events at the Elementary School during the Home & Business Expo. Albrecht/Jensen to approve both the request for \$2,000 from the Lion/Lioness Clubs and the request for \$500 from the Medford Area Chamber of Commerce. The Motion Carried.

Review progress related to the proposed Maple Festival Event: Ken Klahn and Dave Lemke reported that all but one of the individual Lion/Lioness organizations within Taylor County have agreed to support the Maplefest Event and that specific duties have been assigned to each club though they will also be working together to assure the event will be a success. The event will be a one-day event in 2013 with plans to expand to a multiday event if feasible. The event will showcase maple products, but will not be limited to only

maple products. Packaged food may be sold by vendors, but the Lion/Lioness clubs will reserve the sole right for sale of food to be sold and consumed at the event.

Discuss and act on any other promotional items discussed: No other promotional items were discussed.

Public Input: There was no public input.

Next Committee Meeting: The next meeting of the Taylor County Tourism Committee will be Tuesday, April 9, 2013 at 2:30 p.m. to be held at the Chamber Office.

Adjournment: With no further business, Diane Albrecht/Jensen to adjourn the meeting at 3:39 p.m. The motion carried.

Bruce P. Strama