



MENOMONIE TOURISM COMMISSION

Minutes

February 4, 2025

City Hall Council Chambers-1st Floor

MEMBERS PRESENT: Knaack, Crowe, Wagner, Chen and Richartz

OTHERS PRESENT: Wildner, Simon, Atkinson, and DeMuth

ITEMS OF DISCUSSION:

A motion to approve the November 6, 2024 minutes was made by Crowe seconded by Richartz and passed unanimously.

The 4th Quarter 2024 room taxes were presented by Eric.

DeMuth explained the request for the Administrative Services Budget Allowance and that it was brought before the board because the financial request would be outside of the current contract. Administrator Atkinson provided positive feedback and the benefits the individual has brought to the community. A motion was made by Crowe to approve the budget allowance as presented by Administrator Atkinson, seconded by Chen. Motion approved.

Tammy presented information regarding hotel usage, Explore Menomonie Grants, Placer reports and other social media activity. Placer reports are utilized to track event participation, if hotels are booked, what communities attendees are coming from and the age group attending. Provided information assists in Grant applications and helping to grow reoccurring events. New Destination Guides are printed, entries in the Parade of Lights event doubled from last year and there will be some new sculptures coming to Menomonie. Wolske Bay park and skating attendance continues to grow each year.

The room tax increase will start on April 1, 2025.

The City and Chamber are promoting an open house event at Wolske Bay on Saturday, February 8th from 4-9. Skating all day with Hot Cocoa and shuttle service from 4pm – 9pm.

A motion to adjourn was made by Crowe, seconded by Richartz, motion carried.

A future Tourism Commission meeting will be May 14, 2025 at 10:00 am in the Council Chambers.

Respectfully Submitted,
Pam Wildner