



MENOMONIE TOURISM COMMISSION

Minutes

May 14, 2025

City Hall Council Chambers-1st Floor

MEMBERS PRESENT: Crowe, Chen, Verdon, Pickerign-Yaeger and Richartz

OTHERS PRESENT: Wildner, Simon, Atkinson, Whitacre and DeMuth

ITEMS OF DISCUSSION:

A motion to approve the February 4, 2025 minutes was made by Crowe seconded by Richartz and passed unanimously.

The 4th Quarter 2024 room taxes were presented by Eric. Stated the new room tax rate went into effect on April 1, 2025.

Discussion was had to start the review process regarding the 3-year rolling contract extension for the Tourism Promotion Services Agreement. Information was provided for new members regarding the current contract vs the older versions and how it has become more flexible. This will be discussed at the next Tourism meeting on August 14. No action taken.

Tammy presented information regarding hotel usage, Explore Menomonie Grants, budget updates and other social media activity. This is a slower time of year for Tourism.

Future meeting dates were discussed to be August 14, and November 12, 2025 at 10:00 am.

Downtown Menomonie is hosting a golf outing on June 11th and invited all to join in and sign up a team. Some other events mentioned were Stout orientation in May and June that may bring people to stay overnight. Update was provided on the Heritage Hall renovation.

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

Respectfully Submitted,
Pam Wildner