



MENOMONIE TOURISM COMMISSION

Minutes

December 3, 2025

City Hall Council Chambers-1st Floor

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

OTHERS PRESENT: Wildner and Simon

ITEMS OF DISCUSSION:

A motion to approve the October 14, 2025 minutes was made by Crowe seconded by Chen and passed unanimously.

The Quarterly room tax report was reviewed. Simon noted that currently all parties are paying the 8% and that she is reaching out to any new Airbnbs.

Simon presented information regarding hotel usage, budget updates and other social media activity. Occupancy numbers are down 7% which is expected this time of year.

Updates in the area include:

The parade of lights currently has 31 entries (maps and voting went live December 1st)

The Holiday Parade is December 11th.

The Chamber is working with the City regarding wayfinding signage at Wakanda Park.

Simple Sports is currently renting e-bikes and will continue to do so.

A Trishaw Bike has been ordered and the rental will also be managed through Simple Sports.

There are two new event centers coming to the area, one in the Knapp area and another at Whispering Emerald Ridge.

Crowe asked if there currently is a Master Plan. The Chamber has one and Tammy is working with Destination WI to create one for Tourism.

Richartz indicated he has contacted the athletic department about bringing back the Holiday Hockey Tournament to Menomonie.

Next meeting scheduled for March 11th at 10:00 am.

Motion to adjourn by Crowe, seconded by Richartz. Motion approved.

Respectfully Submitted,

Pam Wildner