



**CITY OF MERRILL
TOURISM COMMISSION**

AGENDA • TUESDAY, OCTOBER 22, 2024

Regular Meeting	Merrill Area Chamber of Commerce, 705 N Central Avenue	12:00 PM
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I. Call to Order

II. Public Comment

III. Minutes from Previous Meeting

1. Consider placing the minutes from the June 25th meeting on file

IV. 2025 Budget Discussion

1. Review 2025 Budget
2. 2025 Grant Application

V. Set Date and Time for Next Meeting

VI. Adjournment

The Merrill Area Chamber of Commerce is accessible to the physically disadvantaged. If special accommodations are required, please contact the Chamber at 715-536-9474.

Tourism Commission Meeting Minutes
June 25, 2024
Held at the Merrill Chamber of Commerce

Members Present: Dan Wendorf, Sue Kunkel, Mark Weix

Absent: Sarah Gilbert, Gary Schwartz

Staff Present: Clyde Nelson, Cheryl Skoug, Sarah Sturm

Others Present: MP3, Bob Lass

Called to order: 12:00pm by Dan Wendorf

Public Comment: Bob Lass has talked with the Airport Commission and has suggested they bring back an Antique Airplane Event. Merrill Airport is the finishing line for the race in July.

Approval of Minutes from last meeting reviewed, and a motion to approve meeting minutes as written was made by Sue Kunkel, seconded by Mark Weix, voted, and carried.

Review of Budget –Clyde provides reports on how the money was spent in 2023 – Tradeshows, Additional Advertising and Conferences.

- Additional Advertising – Close Publications is paid a year in advance.
- Tradeshows – we must pay fees upfront to lock our spot.
- 2024 Budget – the budget is money that could potentially come in from Room Tax for the year. The commission produced \$105,000 for the 2024 year.
- The State Fair is coming up on August 4th. The Chamber will be going to work at a booth with Travel Wisconsin. If you would like to attend, please let us know. We will be handing out Visitor Guides and bags.
- Cedar Falls, Iowa we had 250 people registered for our giveaway. LaCrosse we had 350, and Madison we had 350 people registered.
- The Chamber ended up paying the wages for the employees to attend this year. The cost that was projected did not cover enough for wages.
- Visit Merrill Banners were ordered to be displayed at shows.

New Application for 2024 Budget:

- Carry the Cross -submitted new application with completed information on application. They were asking for \$1,500. Review their budget and how money was spent on advertising. All applications that were reviewed in November had a 25% cut in asking amounts. Sue Kunkel made a motion to grant them \$1,000, seconded by Mark Weix, voted, and motion carries.

2025 Tradeshows: planning on attending the same shows as last year but adding Duluth. We are working with Merrill House of Music to get a TV so that we will be able to have pictures and videos of outdoor recreation.

- Lincoln County is working with a company that will be supplying pictures and videos that can be linked on websites.

- 2024 the Chamber worked with 5 Star Marketing, and Merrill Foto News to get the Visitor Guides out around the State.
- 2025 – the Chamber will be using Foto News, Kwik Trip and LaCrosse Graphics to get the Visitors Guide distributed around the state.
- The State of Wisconsin shares data on how numbers they produce Tourism.
- Tourism has a huge impact for the State of Wisconsin. Clyde shared information on the data.
- Lincoln County pays for membership for North Central Wisconsin Tourism (formally known as ITBEC) and Clyde is the current Chairperson for this group. The Merrill Chamber has received at least seventy requests for information from this group.
- NFL Draft – Clyde is getting together with the three hotels to put a plan together. Aderman Caylor has talked to Clyde regarding getting a shuttle to run between Merrill and Green Bay.
- 2025 Application change: have the group advertising provide their actual budget including where the advertising money is used. If a new event needs to supply projected budget including where they plan to use advertising money. Make it known by groups that this is needed. Applications will go out on August 12, 2024, and be due on September 20, 2024.

Next meeting will be Tuesday October 22, 2024, at noon at the Merrill Chamber office.

A motion to adjourn at 12:57pm was made by Sue Kunkel, seconded by Mark Weix, voted and motion carried.