



MENOMONIE TOURISM COMMISSION

Minutes

October 14, 2025

City Hall Council Chambers-1st Floor

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

OTHERS PRESENT: Wildner, Simon, Atkinson, and DeMuth

ITEMS OF DISCUSSION:

A motion to approve the May 14, 2025 minutes with correction was made by Richartz seconded by Crowe and passed unanimously.

The Quarterly room tax report will not be received until November.

Discussion was had regarding the 5-year rolling contract extension for the Tourism Promotion Services Agreement. Information was provided related to the contract change from a flat rate to a percentage and moving from a 3-year to a 5-year rolling contract to be in alignment with industry standards. A motion was made by Richartz to approve the 5-year rolling contract with a 3% increase and continues to be reviewed on an annual basis, seconded by Bauer-Chen. Motion approved.

Simon presented information regarding hotel usage, grants received, budget updates and other social media activity. October hotel numbers should be in alignment with 2024. October generally is the start of the shoulder season. Travel report is showing a decline which is in alignment statewide currently.

Crowe asked if there are promotions for outdoor activities like youth hunt, and fishing events. Simon indicated there are 2 articles currently written about activities at Whispering Emerald Ridge. The Chamber is working with Gibson Aviation and Emerald Ridge promoting Tourism.

Simon indicated they have some budget available and she is working with David Schofield on possible replacement street banners and promoting the e-bikes that Simple Sports is currently renting.

Richartz indicated that UW Stout's parent weekend was very successful and some parents needed to stay in Eau Claire as Menomonie was fully booked. Upcoming events at UW Stout include Homecoming and Octoberfest.

Next meeting scheduled for December 3rd at 11:00 am.

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

Respectfully Submitted,
Pam Wildner