



WCWCVB Special October 30, 2023 Board Meeting

Granite Peak
227200 Snowbird Ave
Wausau, WI 54401

In-Person Meeting and also available on Microsoft Teams

Refreshments and lunch will be available
Meeting starts at 11:30 A.M.

CVB Mission and Vision Statements

Mission Statement: CVB is a regional tourism organization providing resources, marketing, and leading strategic cooperation with other organizations. CVB fosters excellent visitor experiences, positioning our region as a destination community.

CVB Vision Statement: CVB is a premiere tourism marketing organization developing the greater Wausau Region as an outstanding destination.

Meeting Agenda

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| 1. Call To Order | Fisher |
| 2. Roll Call | Patel |
| 3. Approval of the October 18 th Meeting Minutes | Fisher |
| 4. Discussion and Final Planning of the Nov. 1 st Town Hall Mtg. | Fisher |
| 5. New Business | Fisher |
| 6. Unfinished Business | Fisher |
| 7. Announcements or Requests | Fisher |
| 8. Next Meeting Date: | Fisher |
| a. November Meeting Date Set for November 15, 2023 | |

Meeting Links:

Join on your computer, mobile app or room device

[Click here to join the meeting](#)

Meeting ID: 267 820 397 569

Passcode: MLuRzc

[Download Teams](#) | [Join on the web](#)

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Consistent with the Americans with Disabilities Act, persons who need materials in alternative format or other accommodation must write or call the WCWCVB contact person prior to the meeting.



October 18, 2023 Special Board Meeting Minutes

Granite Peak

11:30 am

Board Meeting called to order by Fisher. Roll call taken by Maguire.

Present: Jamie Polley, Greg Fisher, Sean Wright, Nick Patel, Steve Krahn, Yee Leng Xiong, Tim Van De Yacht, Liz Brodek, Tim White, Jodi Maguire, Alysa Steinhilber, and Brenton Wildman.

Present on Zoom: Gaylene Rhoden

Absent: Hooshang Zeyghami, Joan Joss and Jay Govardhan

Town Meeting Planning

Fisher gave an update on Town Hall meeting invites, stated 92 were sent out. Asked White how many have responded back. White stated 16 are signed up as of October 18th. Fisher stated, invite can be resent and/or friendly reminder can go out in the next week. White stated we can do a call campaign as well as a follow-up. Fisher stated both venue spaces are available but thinks the Historic Lodge would be the best option. Fisher asked if CVB should have additional speakers besides the board of directors and was thinking Owen Jones and Dave Eckmann. Polley asked why and stated it might be a good idea to keep it within the CVB, so the meeting doesn't go in additional directions. Polley stated she had some concerns about the Chamber due to an email that was sent over the weekend asking to apply for room tax dollars and stating the CVB has been absent from their job duties. Board of Directors asked for more clarification. Brodek stated she received an email from Eckmann asking how he would go about applying for room tax since the CVB doesn't have a current meeting space open to the public and feels the CVB is not fulfilling their job duties with the City of Wausau. The email also stated a representative from the Village of Rib Mountain approach Eckmann as well about being the

tourism entity for the village. Fisher and Wright stated they are board members of the chamber, and they were unaware of this. Fisher stated he will reach out to Eckmann for more clarification. Discussion between board members on the definition of a tourism entity with the State Law.

Polley stated we want to educate what the CVB is doing, goals, mission, and branding so everything can be done in house. Fisher asked if there should be discussion panel and who should sit on that panel. It was agreed the Executive Committee will be on the discussion panel and will lead the conversation. Discussion on visual presentation and who will be developing a PowerPoint presentation. Fisher stated he can make a working document and thinks he can place it in a working google folder for all board of directors to review and help develop. Discussion on what exactly needs to be covered during the presentation and what the goals are. Polley stated it would be good to include what we have been working on for the last two years and goals we have for the future. Polley stated the mission and vision statement along with our accomplished strategic planning should be included.

Patel asked White to reach out to other CVB's or the Innkeepers Association to see if they have anything we can use for the presentation that has already been developed that focuses on educating the purpose and duties of the CVB/Tourism Entity. Xiong stated having a one sheet available for a handout would be good. Information on the one sheet could be what is included on the PowerPoint presentation and the success the CVB has seen in the last two years.

Discussion between board members on the general purpose of the meeting and making sure all aspects are covered. Information to include would be where we started, where we are at, and where we are going along with the focus on a regional approach to attract visitors and branding. Fisher stated it would be a good idea to have a Q&A session at the end. Fisher asked White to create a shared folder and email out to all board of directors. White created the folder in the meeting and stated he emailed it out. Van De Yacht asked if we should create a meeting outline. Fisher stated this would be a good idea and will be included in the working google folder. Polley asked if we should send out an agenda for the November 1st meeting? Polley stated this would help attendees know the structure of the meeting but also know what will be covered. Van De Yacht asked if we share goals and any overlaps so municipalities or community leaders can help assist. Fisher stated this would be a good idea as well. Brodek asked if we want to include information on the evolution of DMO's and how DMO's are evolving. Everyone agreed this would be a great aspect to include in the presentation. Information on how much room tax was collected and what the CVB received would be another piece to share at the meeting.

Van De Yacht asked if municipalities have a strategic plan and where it is posted. Van De Yacht asked Rhoden if the Village of Rib Mountain had one and if it is available online. Rhoden stated they do have a strategic plan that was adopted in November of 2022. Rhoden was not sure if it was online but stated it should be. Rhoden shared the village's strategic plan on the zoom call. Van De Yacht asked Xiong if Weston had one and Xiong stated yes. Brodek stated City of

Wausau has one as well. Unknown if City of Schofield has one. Van De Yacht asked if the Chamber has one as well. Wright and Fisher are members of the Chamber board, and they stated yes.

Polley asked if Sports Authority should be mentioned in the Town Hall Meeting? Polley stated we can touch base on it and state the evaluation process that is taking place with the Sports Authority. Fisher asked White to add the Sports Authority By-Laws to the google document for review. Krahn asked if Ken Day should be invited to the Town Hall Meeting. Board agreed it would be a good idea, White stated he will reach out to him to extend the invite.

Board of Directors decided to meet again on Monday, October 30th at 11:30 am located at Granite Peak to go through the presentation as a group for the upcoming final meeting. White stated he emailed everyone a google folder link. Inside the folder will be a working draft of the meeting outline, agenda for November 1st, one sheet information for the meeting, the overall presentation, and the logo branding guide for the CVB.

New Business

Questions came up about office space for the CVB and if we are currently looking. White stated he is actively looking and any opportunities that came up were out of our price range. White explained to the board a hybrid model space would be ideal.

Next regular board meeting will be held on Wednesday, November 15th at 11:30am at Granite Peak.

Committee Reports

None.

Unfinished Business

None.

Announcements

Fisher shared with the board of directors the Historic Lodge at Granite Peak is open for rentals on Thursdays for retreats or cocktail hour/social. For more information, please email Fisher.

Call for a motion to adjourn by Krahn, second by Van De Yacht, approved by all. 1:05 pm.