

**Rib Mountain Tourism Commission**  
**September 4, 2018**  
**Meeting Minutes**

Chairman Allen Opall called the Rib Mountain Tourism Commission to order at 4:51 p.m. at the Town of Rib Mountain Municipal Center, 3700 North Mountain Road. Present were Commissioners Jim Legner, Nick Patel, Gerry Klein and Brad Conklin. Commissioner Fred Schaefer arrived at 5:00 p.m.

Also present were Administrator Gaylene Rhoden, Finance Director Nicole Dunbar and Town Clerk Michelle Peter.

Approval minutes of the 6/5/2018 Tourism Commission Meeting - **Motion by Legner/Patel to approve the minutes of the 6/5/18 Tourism Commission Meeting. Questioned and carried 5:0.**

Review of Tourism Financial – Finance Director Dunbar provided the financials of the Rib Mountain Tourism Commission. She stated in tonight’s packet, the presented financials are through August 31, 2018. It also provided the current Tourism Fund balance of \$81,861.

Discussion of the Wausau Central Wisconsin Visitor Bureau Contract – Administrator Rhoden reminded members the current contract with the Central Wisconsin Visitor Bureau expires on December 31, 2018.

Administrator Rhoden was asked at a previous meeting to seek input from the surrounding municipalities. Based on the enquiry, Rothschild, Schofield and the City of Wausau do not plan to change the terms of their agreement. Commission members agreed to allow the contract to automatically renew for one year.

Request for Funds to be used towards Rib Mountain Dog Park – Administrator Rhoden noted the Town has received over \$110,000 in donations, grant funding and contractor credits for the new dog park. Anticipated construction costs are estimated at \$135,000. Street/Park Superintendent Turner is seeking approximately \$25,000 in funding for the completion of the project.

Administrator Rhoden stated the Rib Mountain Inn and Quality Inn are pet friendly hotels. The Quality Inn is directly across the street for the dog park. A suggestion was made to contact Richard Barrett at the CVB to promote the dog park. **Motion by Schaefer/ Legner approve the request for funding for the Rib Mountain Dog Park not to exceed \$25,000. Questioned and carried 6:0.**

Request from Grand Theater to Advertise – Town Administrator Gaylene Rhoden reported the Town recently received a request to advertise through the Grand Theater. She provided members with advertising options and levels. She noted the Town has never partnered with The Grand. By advertising it would give the community recognition plus it would support the local theater.

Rhoden stated it was recommended the Town consider adverting with The Grand, but not to exceed \$1,000. **Motion by Legner/Patel to approve advertising for The Grand in the amount not to exceed \$1,000. Questioned and carried 6:0.**

Reports from Commission Members – Nick Patel asked if members had received a status report on the possible Sports Complex development. Members have not heard any additional news.

Reports from Staff – Administrator Gaylene Rhoden asked Nick Patel if he hears of any benefit for the Tourism Commission to bring it their attention. Possible ideas for promoting the area might include bike racing and summer adventures to the area.

Future Agenda Items – None

**Adjourn – Motion by Schaefer/Legner to adjourn at 5:27 p.m. Questioned and carried 6:0.**

Submitted by  
Michelle Peter  
Clerk