



## RICE LAKE TOURISM

Rice Lake Tourism

Meeting Agenda

Monday, February 9, 2026 at 4:00 p.m.

City Hall Council Room, 30 East Eau Claire Street, Rice Lake, WI 54868

1. Call to Order
2. Public Appearances
3. January 12, 2026 Minutes
4. Hungry Hollow request - Mark Gargulak
5. Rice Lake Hockey Association request - Jeffrey Frischmann
6. Glacial Legacy Heritage Area Presentation - Tammy Schutz & Sarah Pica
7. Deb Fosberg is here to go over our advertising with APG Media
8. Tourism Coordinator Report
9. Bills
10. Commission Member Comments
11. Future Commission Meeting Dates/Member Comments

Tourism Coordinator, Brandi Nelson

cc: Mayor/Common Council  
City Administrator Johnson  
Hotel/Motel Members (7)  
Rice Lake Chamber of Commerce

City Clerk-Treasurer Kessler  
Commission Members (5)  
News Media (2)  
Deputy Clerk-Treasurer Ullom

Any person who has a qualifying disability as defined by the American With Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or format must contact: Kathleen V. Morse, City Clerk-Treasurer, 30 E. Eau Claire Street, Rice Lake, (715) 234-7088 by 2:00 p.m. the Friday prior to the meeting so that any necessary arrangements can be made to accommodate each request. It is possible that members of and possibly a quorum of members of the governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information. No action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referenced in this notice.

## Tourism – January 12, 2026

The January 12, 2026 Tourism Commission Meeting was held at 4:00 p.m. in the City Hall Council Room. Members Present: Dana Heller, Marie Nett, Becky Squires, Justine Bundgaard, and Eric Pelle. Also Present: Brandi Nelson, Brian Schultz, John Lehman, Dusten Holub, and Deb Fosberg. Absent: none. Dana Heller called the meeting to order.

1. Public Appearances – none.
2. December Minutes - Motion by Justine Bundgaard, seconded by Marie Nett to approve the December 17, 2025 minutes, as submitted.  
Voting for: All  
Voting against: none  
Motion carried.

3. Brian Schultz and John Lehman were present to go over the 2026 Aquafest application requesting \$32,000. They let us know that the Sober Ride provided 700 rides in 2025 and the committee estimates about 18,000 people attend the events over the 10 days. The money requested would be used for the safe ride program, advertising, stage cost, and insurance.

Motion by Justine Bundgaard; seconded by Becky Squires to approve \$30,000 to the 2026 Aquafest.

Voting for: Eric Pelle, Dana Heller, Becky Squires, Justine Bundgaard, Marie Nett

Voting against: none

Motion carried.

4. Dusten Holub was present via Zoom to go over the Chetek Ice Racing application requesting \$4,000. The requested money would be used for advertising, trophies, and banners. Our logo will be used on all banners and our lodging would be recommended for all overnight stays.

Motion by Becky Squires; seconded by Marie Nett to approve the request of \$4,000 to the Chetek Ice Races.

Voting for: Eric Pelle, Dana Heller, Marie Nett, Becky Squires, Justine Bundgaard

Voting against: none

Motion carried.

5. Deb Fosberg was here to answer any questions and give us an update on our advertising with Adams Multi Media.
6. Brandi provided the commission a copy of the Oetting Alchemy Services Agreement that needed to be signed. She also provided the strategic planning timeline and went over other items discussed with Brett at Oetting Alchemy on the January 7 Zoom meeting Brandi had with Brett. He asked if we wanted him to come to Rice Lake for one on one interviews or if we wanted him to do all those via Zoom. The commission discussed he could do all those via Zoom to save on travel costs. There will have to be an in person meeting scheduled around March 23 for Brett and Meredith to come to Rice Lake to host a Board Strategic Alchemy Lab at a location of our choice with lunch provided to everyone at the meeting.

Motion by Marie Nett; seconded by Eric Pelle to approve Brandi signing the Oetting Alchemy Services agreement and look at hosting the in person meeting at Holiday Inn Express on March 23.

Voting for: Dana Heller, Becky Squires, Marie Nett, Justine Bundgaard, Eric Pelle

Voting against: none

Motion carried.

7. Tourism Coordinator report:

-We received a letter in the mail requesting Chetek Winterfest sponsorship. They have a Platinum level at \$500, Gold level at \$300, Silver level at \$200, and Bronze level at \$150. Each level with various returns.

Motion by Becky Squires; seconded by Marie Nett to approve sponsoring the Chetek Winterfest at the Platinum level of \$500.

Voting for: Dana Heller, Becky Squires, Marie Nett, Eric Pelle, Justine Bundgaard

Voting against: none

Motion carried.

-Dana Heller and Brandi Nelson were asked by Organized Chaos LLC that hosts the Tuscobia Ultra to approve funds of \$3,300 to buy Rice Lake Chamber dollars to give to the Tuscobia Ultra participants. They filled out an application but they were late at turning it in. Brandi expressed to them that we would approve the funds this time since we have done this in past years but the application needs to be filled out and turned in on time in future years if they want to continue getting these funds.

Motion by Justine Bundgaard; seconded by Marie Nett to approve \$3,300 to the Tuscobia Ultra for Chamber Dollars.

Voting for: Dana Heller, Becky Squires, Marie Nett, Eric Pelle, Justine Bundgaard

Voting against: none

Motion carried.

8. Bills – Motion by Becky Squires; seconded by Marie Nett to approve bills as submitted..

Voting for: Dana Heller, Becky Squires, Justine Bundgaard, Eric Pelle, Marie Nett

Voting against: none

Motion carried.

9. Future date February 9 at 4:00pm, in the City Hall Council room.

10. Motion by Dana Heller to adjourn.

Voting for: all

Voting against: none

Motion carried.

Minutes taken by Brandi Nelson, Tourism Coordinator

Rice Lake Tourism  
30 E. Eau Claire Street  
Rice Lake, WI 54868



(715) 234-8888  
(715) 651-9856  
info@ricelaketourism.org

## Rice Lake Tourism Grant Application

The Rice Lake Tourism Commission created this grant application to provide assistance to tourism related events and projects in the City. The grants are funded by Room Tax dollars collected from local hotels.

Applications may be submitted at any time but must be submitted no less than one week prior to our next commission meeting to be considered at that meeting. The Commission will make a determination on requests based on the likelihood that the project will increase overnight stays, the overall economic impact expected within the City, and the availability of funds at the time of the request.

Please submit the completed application and any supplemental material you would like the Tourism Commission to consider to Brandi Nelson, Coordinator of Rice Lake Tourism, at info@ricelaketourism.org, or mail or deliver in person to Rice Lake Tourism, 30 E. Eau Claire Street, Rice Lake, WI 54868.

<b>Application Information</b>	
Organization: Hungry Hollow Steam and Gas Engine Club	Contact: Mark Gargulak
Email: Hungryhollowclub@gmail.com	Phone: 7156517032
Mailing Address: Po Box 61 Rice Lake WI 54868	
Event/Project Name: Hungry Hollow Steam and Gas Engine Club Annual show	
Event/Project Location: 1509 19th ave Rice Lake Wi 54868	
Event/Project Date: June 27th and 28th 2026	
Date of Request: 2/2/2025	

<b>Event/Project Information</b>	
<p>Description of event/project:            The annual show put on by Hungry Hollow brings people in from all throughout the midwest. We expect 3000-4000 guests over the 2 days of our event. Along with this we have become known throughout the state as an up and coming organization and have had the Wisconsin Steam association come up this last fall to hold their fall meeting with a few of them staying in Rice Lake</p>	
<p>Describe how this project will promote overnight stays:            Individuals start showing up at our grounds on the Wednesday before the show with many many using hotels in the Rice Lake area.</p>	
<p>How will the requested money be spent:            The money will be used for our advertising budget which includes newspaper, internet, radio and posters.</p>	
Number of attendees expected: 3000-4000	Number of volunteer/workers expected: 200
Number of overnight room nights expected: up to 4-5	Total event/project budget: \$18,500.00
Website: hungryhollowclub.com	Amount requested: \$1000.00
Applicant Signature & Title: <i>Mark Gargulak</i> Treasurer	Date: 2/2/2026/

**Process:**

- Submit application and any supporting documents no less than one week prior to the next Tourism Commission meeting.
- Applicants may be asked to attend that meeting to answer any questions from the Tourism Commission.
- Requests will typically be considered for approval at the same meeting.
- As a condition of approval, applicants will likely be requested to appear at a meeting after the event or completion of the project to report on the success of the event and the efficacy of the grant funding.

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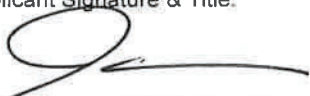
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Application Information	
Organization: (RLHA) RICE LAKE HOCKEY ASSOCIATION	Contact: JEFFREY FRESCHMANN
Email: JEFFREYF@LINKMOTORS.COM	Phone: (612) 270-9000
Mailing Address: PO BOX 81 RICE LAKE WI 54868	
Event/Project Name: RLHA IS BRING PEOPLE TO RICE LAKE TO STAY IN HOTELS/MOTELS AND EAT AND DRINK AT LOCAL ESTABLISHMENTS. 6 HOME TOURNAMENTS AND 8 VALLES SPORTS ACADEMY (VSA) GAMES THIS SEASON.	
Event/Project Location: BRING 72 OUT OF TOWN TEAMS TO RICE LAKE AND 4 TIER 1 LEVEL HOCKEY TEAMS THIS SEASON.	
Event/Project Date: 2025 - 2026 HOCKEY SEASON	
Date of Request: 2/9/2026	

Event/Project Information	
Description of event/project: RLHA HOLDS YOUTH TOURNAMENTS / TIER 1 (USA) HOCKEY GAMES IN RICE LAKE. ALL LEVELS HOST OUT OF TOWN TEAMS TO OUR CITY.	
Describe how this project will promote overnight stays: RLHA WILL GAMES STARTING ON FRIDAY NIGHT, PLAY ON SATURDAY AND A FINAL GAME ON SUNDAY. TEAMS ARE MULTIPLE STATES. IOWA, MICHIGAN, SOUTH DAKOTA, ILLINOIS AND THUNDER BAY, CANADA.	
How will the requested money be spent: ① TO PURCHASE YOUTH HOCKEY EQUIPMENT. RLHA OFFER FREE EQUIPMENT AT THE STARTING LEVELS. ② TO KEEP THE BUILDING RUNNING / CLEAN / AND LOOKING PROFESSIONAL	
Number of attendees expected: 888 IN TOTAL	Number of volunteer/workers expected: 75
Number of overnight room nights expected: 1,332 NIGHTS	Total event/project budget: WHAT EVER <del>IT</del> IT TAKES TO KEEP OUR RINK READY!
Website: WWW.RICE LAKE HOCKEY.COM	Amount requested: \$ 7,500. <sup>00</sup>
Applicant Signature & Title:  RLHA PRESIDENT	Date: 2/3/2026

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**Fund 29, Tourism - Feb2026**

Vendor	Activity Detail	Amount	Total
<b>Pre-Paid Claims</b>			
<b>Prepaid Transactions Total</b>			\$0.00
<b>P-Card Transactions</b>			
Verizon	2.1.26 Invoice - Cell		
Mosaic	2.1.26 Invoice - Phone/Internet		
APG Media	1.31.26 Invoice - Print/Digital/& Social Advertising	\$9,100.00	
Elevate5	2.8.26 Website care service	\$307.00	
Mailchimp	2.8.26 Newsletter website subscription	\$26.50	
<b>Pcard Transactions Total</b>			\$9,433.50
<b>Direct Debits</b>			
Barron Electric	2.1.26 Invoice - Electricity - Rice Lake sign		
<b>Direct Debit Transactions Total</b>			\$0.00
<b>Vouchers Waiting for Pymt</b>			
Barron County Economic Development Corp.	January Coordinator	\$3,750.00	
Oetting Alchemy	Strategic Plan	\$2,916.00	
<b>Vouchers Waiting for Pymt Total</b>			\$6,666.00
<b>Total Expenditures</b>			<b>\$16,099.50</b>