



RICE LAKE TOURISM

Rice Lake Tourism

Meeting Agenda

Monday, March 23, 2026 at 4:00 p.m.

The Board Room at Holiday Inn Express & Suites, 824 Bear Paw Ave, Rice Lake, WI 54868

1. Call to Order
2. Public Appearances
3. February 9, 2026 Minutes
4. Rice Lake Chamber Foundation request - Jody Greiner
5. Barron County Model Railroad Club follow up - Martin Karpa
6. Wake Boat presentation - John Kowalewski
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

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: Julie Kessler, 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 – February 9, 2026

The February 9, 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, and Justine Bundgaard. Also Present: Brandi Nelson, Mark Gargulak, Jeffery Frischmann, Tammy Schutz, and Sarah Pica. Absent: Eric Pelle. Dana Heller called the meeting to order.

1. Public Appearances – none.
2. January Minutes - Motion by Becky Squires, seconded by Marie Nett to approve the January 12, 2026 minutes, as submitted.
Voting for: All
Voting against: none
Motion carried.

3. Mark Gargulak was present to go over the Hungry Hollow 2026 application requesting \$1,000. The money would go towards their advertising budget. This event brings in roughly 3,000 people for their 2 day event with a lot staying in the Rice Lake hotels.

Motion by Marie Nett; seconded by Becky Squires to approve \$1,000 to the 2026 Hungry Hollow.

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

Voting against: none

Motion carried.

4. Jeffery Frischmann was present to go over the Rice Lake Hockey Association application requesting \$7,500. They plan on using the money towards their advertising, website, and rink/building upkeep. The hockey association brings in many hotel stays over the course of their tournaments they host.

Motion by Becky Squires; seconded by Marie Nett to approve the request of \$6,500 to the Rice Lake Hockey Association.

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

Voting against: none

Motion carried.

5. Tammy Schutz and Sarah Pica came to present to us a continuing project of the Glacial Legacy Heritage Area. Don Erikson had been working on this for many years prior to his passing in 2025. Tammy and Sarah are working on continuing the process and are requesting support for the project with a letter of support and possibly funds in the future to help go towards costs that will start occurring. The commission requested they fill out an application to present to us when they start the process of collecting funds but at this time they give Brandi Nelson permission to provide a letter of support.

Motion by Marie Nett; seconded by Justine Bundgaard to approve Brandi providing a letter of support for the Glacial Legacy Heritage Area.

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

Voting against: none

Motion carried.

6. Deb Fosberg was unable to make it to this meeting to answer any questions and give us an update on our advertising with Adams Multi Media but she sent an update via email to everyone and will be at the March meeting.

7. Tourism Coordinator report:
 - We turn 40 in March!
 - Brandi will be gone March 15-18 to attend the WI Governor's Conference on Tourism in Milwaukee.
 - We approved sponsoring Chetek Winterfest at their highest level of \$500 in January but our logo was nowhere on the advertising yet. Brandi is in contact with Chetek to get that fixed.
 - Brandi would like to do some Spring cleaning in her office since there is a stack of boxes containing old files. Just want verification on how long we have to save files, was told 7 years back. Brandi will properly discard anything we do not need.

8. Bills – Motion by Becky Squires; seconded by Marie Nett to approve bills as submitted..
 - Voting for: Dana Heller, Becky Squires, Justine Bundgaard, Marie Nett
 - Voting against: none
 - Motion carried.

9. Future date March 23 at 4:00pm, in the board room at Holiday Inn Express & Suites in Rice Lake.

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.

Application Information	
Organization: Rice Lake Chamber Foundation	Contact: Jody Greiner
Email: jody@rice-lake.com	Phone: 715-234-2126
Mailing Address: 37 S. Main St. Rice Lake	
Event/Project Name: Kids From Wisconsin Concert	
Event/Project Location: Veterans Memorial Park	
Event/Project Date: 7-22-26	
Date of Request: 2-18-26	

Event/Project Information	
Description of event/project: Free concert for the public. The RL Chamber Foundation took this over as Music Boosters is no longer able to.	
Describe how this project will promote overnight stays: Adults will be coming to help family of some kids may come to watch + stay	
How will the requested money be spent: We need to raise between \$8,000-\$9,000 to pay group and purchase food + snacks and other necessary items for 36 kids	
Number of attendees expected: 1,000	Number of volunteer/workers expected: 20+
Number of overnight room nights expected: 10+	Total event/project budget: \$8,000-\$9,000
Website: Kidsfromwi.org	Amount requested: \$1,000
Applicant Signature & Title: Jody Greiner, Executive Dir.	Date: 2-18-26

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.

Fund 29, Tourism - Mar2026

Vendor	Activity Detail	Amount	Total
Pre-Paid Claims			
Prepaid Transactions Total			\$0.00
P-Card Transactions			
Verizon	3.1.26 Invoice - Cell		
Mosaic	3.1.26 Invoice - Phone/Internet		
APG Media	2.28.26 Invoice - Print/Digital/& Social Advertising	\$7,600.00	
Elevate5	3.5.26 Website care service	\$307.00	
Mailchimp	3.8.26 Newsletter website subscription	\$26.50	
Pcard Transactions Total			\$7,933.50
Direct Debits			
Barron Electric	3.1.25 Invoice - Electricity - Rice Lake sign		
Direct Debit Transactions Total			\$0.00
Vouchers Waiting for Pymt			
Barron County Economic Development Corp.	February Cordinator	\$3,750.00	
Zoe Communications, Inc.	3.2.26 Invoice - radio advertising	\$783.55	
Tice Technologies	3.9.26 Invoice - carbonite online back up	\$161.99	
Oetting Alchemy	3.1.26 Strategic Plan Invoice	\$2,916.00	
Vouchers Waiting for Pymt Total			\$7,611.54
Total Expenditures			\$15,545.04