

Northern Oconto County Room Tax Commission
Monday, September 23rd, 2024
11:30 A.M.
Doty Townhall

1. Call to Order: Sarah Losardo, NOCRTC President called the meeting to order at 11:33am.
2. Roll Call: Andrew Stemp, Doty, Ahren Telford, Breed, Sarah Losardo, Mountain, Jessica Olson, Chris Deau, Jayme Sellen, Kelly Schwartz were in attendance.
3. Approval of June 10th, 2024 Meeting Minutes: Motion by Stemp, second by Telford, to approve minutes as presented – M/A.
4. Election of Secretary: Motion by Deau, second by Losardo, to nominate Ahren Telford as Commission Secretary – M/A.
5. 2025 Discovery Guide & Digital Advertising: Schwartz provided an update on 2025 Discovery Guide advertising and updates to distribution and electronic versions. Due date for ad space is October 4th; design due October 31st. Motion by Stemp, second by Deau, for the Northern Oconto County Room Tax Commission to secure a Full-Page Advertisement in the 2025 Discovery Guide to include a QR code with a digital listing of all licensed and permitted short term rentals, with a map – M/A.
6. Review Brainstorming Outcomes & Planning: Schwartz shared data regarding the current efforts of TEDCOR outlining the success of events, reels and website analytics. Website and Discovery Guide to include brainstormed categories and travel trends.
7. Select next meeting date/time: December 9th at 11:30am Lakewood Town Hall.
8. Losardo made the motion to adjourn at 1:11pm.

*Minutes submitted by Ahren Telford,
Secretary*