



PARKS, RECREATION AND TOURISM COMMISSION

Wednesday, December 10th, 2025

11:00 AM

SPECIAL MEETING

via Virtual Microsoft Team Meeting: <https://teams.microsoft.com>

Meeting ID: 271 481 903 744 96

Passcode: ho6Np9C5

MINUTES

1. Meeting Called to Order according to Chapter 19.84 of the Wisconsin State Statutes **-Called to order at 11:02am**

2. Roll Call: Mr. Danielson...Ms. Squires...Ms. Leibke...Ms. Devereaux...Mr. Scholt... Ms. Normand...**All Present at the meeting**Mr. Stelter...**Joined late for the meeting**..Mr. Calkins..**Not present at the meeting**

3. Discuss/Recommend 2026-2028 DMO Contract for Final Village Board Approval **Discussion was had on the contract negotiations that have taken place with Mr. Danielson, Ms. Normand and Ms. Leibke with both DMO's in question for the 2026-2028 contract; Go Chippewa Falls and Visit Eau Claire. Discussions were had on the services we are lacking on receiving with our current DMO and was discussed that even with a larger financial commitment to Visit Eau Claire we as a board agreed what we currently are doing is not working due to lack of collaboration, lead generators and follow thru along with unwillingness to work together. Mik made the motion to recommend we go with Visit Eau Claire with a one year contract to show us their efforts to help grow tourism within our community pending the agreement gets changed to state we will discuss at our October 2026 meeting a marketing plan to discussed a 3 year contract based on facts from progress and results year to date, Ms. Normand seconded it, motion carried with no objection...Ms. Squires and Mr. Stelter abstained from the discussion and the voting. To be presented for final approval at the Village Board meeting on December 15th, 2025**

4. Adjourn **-Meeting adjourned at 11:38am**

-Posted: December 9, 2025 at 8:30 a.m.

CC: Chippewa Valley Newspaper, Eau Claire Leader Telegram, Maverick Media, Clear Channel, WEAU, WQOW, Committee Members, Village Board Member

Posted by Administrator/Clerk-Treasurer

