

May 23, 2023

## Village of new Richmond – Tourism Recommendation

**To:** Mayor Ewing and Council

**Recommendation:** Include Tourism responsibilities in the job description of the Clerk of Council

Currently, we loosely promote the Village and have added some responsibilities for Tourism to the Clerk of Council responsibilities. This recommendation is to formalize the requirements and expectations.

**Change in Title:** The Clerk of Council will be known, in addition to the Clerk of Council, as the New Richmond Tourism Coordinator.

**Change in work load:** Anticipate an additional 2-4 per week.

**Change in salary:** Additional \$1,000 per year

**Vision/responsibility:** Promote New Richmond to Visitors and Residents

### Expectations:

1. Collaborating and interfacing with the Mayor, Council, and key organizations in appropriate in tourism areas:
  - a. Mayor
  - b. New Richmond Village Council
  - c. ORW Tourism Committee via Mary Allen, ORW Tourism Committee Co-chair and New Richmond Councilwoman
  - d. Clermont Co. Visitors & Tourism Bureau *monthly meetings*
  - e. New Richmond Business Association
  - f. NRAM
  - g. Renaissance New Richmond *- RNR*
2. List relevant events and activities on key websites and publications:
  - a. Village of New Richmond website
  - b. Village of New Richmond Facebook Page
  - c. ORW Digital Guide
  - d. Clermont Co. Visitors Bureau publications (as appropriate)
  - e. Clermont Sun and other newspapers (as appropriate)
3. Monthly updates are provided to the Mayor and Council during Council Meetings, as appropriate
4. Be a Village Ambassador – knowing and sharing our history and knowledge of current events

### Measures:

1. 1+ monthly interface with Clermont Co Tourism and Visitor's Bureau
2. 1+ monthly meeting with Mary Allen to discuss and advance New Richmond Tourism
3. Interface with the New Richmond Business Association, as appropriate through development of role
4. Relevant events are listed promptly on:
  - a. New Richmond Village website
  - b. New Richmond Village Facebook
  - c. ORW Digital Guide
  - d. Clermont Co Tourism & Visitor's publications
  - e. Articles of Interest published in the Clermont Sun and other newspapers as appropriate
  - f. Newsletter published monthly or according to agreed-to schedule
5. Professionally promoting New Richmond through conversations with others