

**CITY OF COLUMBUS
TOURISM COMMISSION**

DATE: July 1, 2019
TIME: 6:30 p.m.
LOCATION: COUNCIL CHAMBERS COLUMBUS CITY HALL, 105 N. DICKASON BLVD.

MINUTES

- 1.) CALL TO ORDER – Meeting was called to order at 6:32 PM.
- 2.) ROLL CALL – DETERMINATION OF A QUORUM – Milburn, Johnson, Walcott, Thom, and McCabe were present. Schreiber staffed the meeting.
- 3.) NOTICE OF PUBLIC MEETING – The meeting was noticed in accordance with state and local laws.
- 4.) ELECTION OF CHAIRPERSON FOR TOURISM COMMISSION – Milburn nominated Johnson for chairperson of the Tourism Commission. Johnson accepted the nomination.
- 5.) APPROVE AGENDA – Motion by Milburn and a second by Walcott to approve the agenda as presented.
- 6.) APPROVE MINUTES - Motion by Milburn and second by Johnson to approve the May 22, 2019 minutes as presented.
- 7.) CITIZEN COMMENTS – Non Comments were received
- 8.) TOURISM COMMISSION FINANCIAL REPORT – Commission members asked why this report differed from the last month’s financial report. The most notable difference was for the Special events line item in the 2019 Budget that showed a total of \$2,221 in May and was shown as \$5,000 for the July meeting. Also the cash on hand for the year end of 2018 was different for the 2 reports. Staff indicated they would follow up with the finance department with these questions.
- 9.) OLD BUSINESS:
 - a. Update regarding the Discover Wisconsin Columbus Segment – Staff provided an update on the project, stating that Discover Wisconsin is starting to film items identified by the production outline.
 - b. Discuss and take potential action on the application for Red Bud Days event – Milburn recused himself. Staff reviewed the request and invited the applicant to review their report. JD Milburn reviewed the report and represented the Columbus Chamber of Commerce who sponsored the redbud day’s event. The report included analytics from marketing the event, Milburn noted that the request for \$700 was to help market the event. Milburn shared that this event helped generate visitor stays within Columbus.

Motion by McCabe and a second by Johnson to reimburse the Columbus Chamber of Commerce \$700 for the Redbud Days Event once all required receipts have been provided by the applicant.

- c. Update on Wayfinding Signage for the City of Columbus – Staff reviewed the status of the Wayfinding project. The update included: Potential Sign Locations and Content, preliminary budget, and proposed format for signage. The commission preferred using distance to destinations instead of arrows. Milburn suggested adding Udey dam to the destinations. Staff said he would incorporate the feedback and bring this back to the next meeting.
- d. Update on Wayfinding Kiosk at Davies Park – Currently staff is exploring using the shelter at Davies Park as the informational Kiosk. The Tourism Commission recommended that staff consider how often the shelter is reserved. Staff said that information will be provided at the next meeting.
- e. Update on Amtrak’s Great American Station Website – Since the May meeting Staff reached out to Amtrak to update the links to various community organizations. Mayor Thom and city staff will follow up with Amtrak regarding the Columbus webpage.

10.)NEW BUSINESS:

- a. Discuss and take potential action on commitment to fund Holiday Decorations in Columbus. – Milburn recused himself from this item. Staff provided a brief overview of the project and invited Beth Reanee and Paula Steiner to discuss the Columbus Holiday Decoration project. The project is in the fundraising stage and to date they have received over \$5,000 in donations towards this project. The project will provide lighted decorations for the street poles, purchased decorations for the city Christmas tree and provide the electrical outlets in Dickason Blvd to light the trees. The request to the Tourism Commission was for \$10,000. The Tourism Commission requested that an application be submitted for this project. McCabe asked what the timeline was for the project and the goal was to order decorations by early August. Walcott asked what firms had been contacted for this project and recommended Gills Manufacturing in Pierceton Indiana as a potential vendor. Renanee said they have already worked with Downtown Decorations Inc for the project.

Motion by Thom, Second by McCabe, to contribute an initial \$2,500 towards Holiday Light Pole decorations upon receipt of an Application and then contribute a final \$2,500 towards Holiday Light Pole decorations when their fundraising balance hits \$22,500 in 2019. Motion passed 4-0.

- b. Discussion on Tourism Commission involvement on the 2019 Holiday Train- Staff indicated that it was time to start thinking about how to support the Holiday train. This item will remain on the agenda for the upcoming months.

11.)ADJOURN – Motion by Johnson and a second by Walcott to adjourn the meeting at 9:02 PM.

Respectfully submitted by,
Matt Schreiber