

## **CITY OF COLUMBUS TOURISM COMMISSION**

**DATE:** FEBURARY 1, 2021  
**TIME:** 6:30 P.M.  
**LOCATION:** COLUMBUS CITY HALL 105 N DICKASON BLVD, COUNCIL CHAMERS

### **MINUTES**

- 1.) CALL TO ORDER - Meeting was called to order at 6:31 PM
- 2.) ROLL CALL – DETERMINATION OF A QUORUM – Michael Thom, Mike McCabe, JD Milburn and John Walcott were present. Lisa Wolf and Matt Schreiber staffed the meeting.
- 3.) NOTICE OF PUBLIC MEETING – Meeting was noticed in accordance with state and local laws.
- 4.) APPROVE AGENDA – Motion by McCabe, second by Milburn to approve the agenda as presented. Motion passed 4-0
- 5.) APPROVE MINUTES – Motion by Milburn, second by McCabe to approve the January 11, 2021 minutes as presented. Motion passed 4-0
- 6.) CITIZEN COMMENTS – No comments were received
- 7.) TOURISM COMMISSION FINANCIAL REPORT – Staff reviewed the financial report for the Tourism Commission. Commission members asked so show previous years balances as a Comparison
- 8.) MEDIA COORDINATOR REPORT- Staff reviewed the media coordinators report for the past month.
- 9.) OLD BUSINESS:
  - a. Discuss and take potential action on the Columbia and Dodge County Visitor Guide – Staff reviewed the proposal from amplified for Columbia and Dodge County Visitor Guides. After some discussion the Tourism Commission was interested in marketing in the visitor guides.  
Motion by Walcott, second by McCabe to approve a 1/4 page ad in the Columbia and Dodge County Visitor Guide. After some discussion by the Commission, Walcott amended the motion to approve an 1/8 page ad not to exceed \$805, seconded by McCabe. Motion passed 4-0.
  - b. Review of Columbus Comeback Marketing Report – Staff provided an update on the Columbus Comeback Marketing Campaign by reviewing data provided by Charter.
  - c. Review and discuss Electric Vehicle charging Station Project – Staff updated that commission on the status of the Electric Vehicle Charging station. The project continued to move forward and still needs review and approval from city council and other city committees. This item will return to a future Tourism Commission Agenda.
  - d. Update regarding the Wayfinding Sign Project – Staff provided an update on the wayfinding project. Staff needs to revise the mockups for a final bid. This item will return to a future Tourism Commission Agenda.
- 10.) NEW BUSINESS - None
- 11.) ADJOURN – Motion by Walcott, Second by McCabe to adjourn at 8:17 PM. Motion passed 4-0