

**CITY OF COLUMBUS
TOURISM COMMISSION**

DATE: Monday February 3, 2020

Minutes

- 1.) CALL TO ORDER: Meeting was called to order at 6:30 PM
- 2.) ROLL CALL: DETERMINATION OF A QUORUM – O’Brion, Johnson, Thom and McCabe were present. Milburn and Walcott were excused. Schreiber and Wolf staffed the meeting.
- 3.) NOTICE OF PUBLIC MEETING: Meeting was noticed in accordance with state and local laws.
- 4.) APPROVE AGENDA: Motion by O’Brion, second by McCabe to approve the agenda as presented. Motion passed 4-0.
- 5.) APPROVE MINUTES: Motion by Thom, second by McCabe to approve the 1-6-2020 minutes as presented. Motion passed 4-0.
- 6.) CITIZEN COMMENTS – None
- 7.) TOURISM COMMISSION FINANCIAL REPORT – Staff reviewed the Financial Report.
- 8.) MEDIA COORIDNATOR REPORT - Staff reviewed the Media Coordinator Report.
- 9.) OLD BUSINESS:
 - a. Wayfinding Sign Committee Update: Staff provided an update that the draft Wayfinding proposal had been distributed to the Wayfinding Committee with the goal of bringing a proposal to the full commission in March.
- 10.)NEW BUSINESS:
 - a. Review and take action on the Dodge and Columbia County Visitor Guide: Staff presented the proposal from Capital Newspapers to advertise in the Columbia and Dodge County Visitors Guides. Staff noted that the Tourism Commission has advertised in these guides in the past years. The commission reviewed the proposed full page ad and suggested several edits. Staff will work with capital newspapers to update the ad.

Motion by O’brion, second by Thom to approve the ads for the Columbia and Dodge County Visitors guides with the suggested edits made by the Tourism Commission.
Motion passed 4-0.
 - b. Discuss the Development of Columbus Area Bicycle Maps and Bicycle Related Tourism: Last month staff sent out an article shared by Mike McCabe the highlighted the impact bicycling has on tourism. Staff presented a brief overview showing the Columbia County bike maps. After some discussion the Columbus Cycle Club was identified as potential partner for a project. Staff will invite the club to the March meeting.
- 11.)ADJOURN: Motion by O’Brion, Second by Thom to adjourn the meeting at 7:39. Motion passed 5-0

Respectfully Submitted,
Matt Schreiber, Director of Planning and Development