

**COLUMBUS TOURISM COMMISSION MEETING**  
**COLUMBUS CITY HALL**

February 12, 2018 6:30 p.m. 2<sup>nd</sup> Ward Room, City Hall

Chairman Traxler called the meeting to order at 6:30 p.m.

Members present: Andy Traxler, J.D. Milburn, Bob O’Brion and Michael Thom.

Absent: Kal Patel (excused).

Also in attendance: Matt Schreiber and JT Cestkowski.

It was reported that the City Clerk’s office, as required by appropriate Wisconsin Statutes, had given proper public notice of the meeting.

Motion by O’Brion, second by Milburn to approve the agenda. Motion carried.

Motion by Milburn, second by O’Brion to approve minutes of January 8. Motion carried.

No citizens were present to make comment.

**OLD BUSINESS**

- 1. Update on Tourism Website:** Cestkowski asked for permission to host visitcolumbuswi.com. He hoped to host the site with CivicPlus, or else GoDaddy for \$53.88. Milburn asked who is hosting the City website now. Cestkowski answered that it was with a company called TierraNet.

Motion by Thom, second by O’Brion, to spend up to \$70.00 for one year of web hosting for visitcolumbuswi.com, and a report from Cestkowski at the end of the term.

Cestkowski covered the costs to customize CivicPlus for Tourism’s purposes, and presented several options. Cestkowski said the value of these options were based on how long Tourism wanted to have their site on the CivicPlus platform. Traxler said he would like to see the city use it for the next few years.

Milburn stated his preference for the Department Header Package with theme. Traxler and Thom asked if the purchased theme could be given to another entity within the city. Cestkowski said he would check. Thom thought staff turnover could be a reason to stay with CivicPlus. Milburn said that CivicPlus is the best CMS for cities. Cestkowski said to change the themes of CivicPlus website is out of his control.

Thom felt it had been too long since the Council last discussed the city website, and asked Cestkowski to put it present the website to the Committee of the Whole before further Tourism discussion. Traxler tabled the issue until the City Council could discuss the website.

- 2. Update On Columbus Tourism Facebook Page:** Cestkowski reported that the City Council approved the Tourism Commission Facebook page, but the page is not live. Cestkowski asked for \$50.00 to be used for a marketing “kick-off” of the new page.

Motion by Traxler, second by O’Brion, to spend up to \$50.00 on Facebook advertising for the new “Visit Columbus, Wisconsin” Facebook page.

**NEW BUSINESS**

- 1. Consider Contribution for Marketing Wisconsin Horse Council Winter Day at the Park:** Schreiber explained the status of the application.
  
- 2. Discussion on Draft Tourism Commission Funding Guidelines and Application:** Schreiber brought a draft of the application for the Commission to review. Commissioners offered several addendums and changes to clarify the document.

**Adjournment:** Motion by Traxler, second by O’Brion to adjourn at 8:20 p.m.

Respectfully Submitted,

Matt Schreiber, Secretary