

**CITY OF COLUMBUS
TOURISM COMMISSION**

DATE: Monday April 11, 2022
TIME: 6:30 P.M.
LOCATION: Columbus City Hall 105 N Dickason Blvd

MINUTES

- 1.) CALL TO ORDER – Meeting was called to order at 6:30 PM
- 2.) ROLL CALL – DETERMINATION OF A QUORUM – Walcott, Roelke, Arnold, Milburn, Famularo, and Walker were present. Schreiber and Bennett staffed the meeting.
- 3.) NOTICE OF PUBLIC MEETING – Meeting was noticed in accordance with state and local laws.
- 4.) APPROVE AGENDA – Motion by Famularo, second by Arnold to approve the agenda as presented. Motion passed 6-0.
- 5.) APPROVE MINUTES - Motion by Roelke, second by Walker to approve the February 7, 2022 minutes as presented. Motion passed 6-0.
- 6.) CITIZEN COMMENTS – None
- 7.) TOURISM COMMISSION FINANCIAL REPORT – Staff presented the Tourism Commission Financial report.
- 8.) OLD BUSINESS:
 - a. Discuss 2022 Tourism Marketing Initiatives – Staff led a brief description regarding the 2022 Marketing initiatives. Staff will bring the marketing plan to the next meeting.
 - b. Staff Update on Projects
 - i. Calendar Project - Staff provided a brief overview of the new calendar on the Tourism Website.
 - ii. Electric Vehicle Project - Staff noted that the EV station is installed but waiting electrical updates and needs to go through the activation process.
 - iii. Wayfinding Project - Staff noted that the contractor was struggling with supply chain issues. Staff hopes to have an update soon.
 - iv. Tourism Grant - Staff noted that the application for the tourism capital grant program was unsuccessful.
- 9.) NEW BUSINESS:
 - a. Review and take Action to assist with the Redbud Days Application – Staff presented the Redbud Days application. The application did not provide a total budget for the event. The applicant was not present at the meeting to provide details on the budget. The Tourism Commission did not take action and moved the item to the May 2nd meeting.
 - b. Review and take action on the 4th of July Ad book - Staff presented an opportunity to advertise in the 4th of July Ad book. After some discussion the consensus was to approve at ¼ page vertical ad. Motion by Famularo, second by Walker to approve a ¼ page vertical ad in the 4th of July Ad book.
 - c. Review and discuss the Ad for the Columbia County Bike Map - Staff presented an opportunity to advertise VisitColumbuswi.com on the Columbia County Bike Map. Motion by Walker, second by Famularo to approve \$250 for one 4” by 9.125” panel on the map. Motion passed 6-0.
 - d. Discuss next meeting date - tentatively scheduled for May 2nd (1st Monday of the Month) The next meeting was confirmed for May 2nd 2022.
- 10.) ADJOURN – Motion by Roelke, second by Famularo to adjourn at 7:30 PM. Motion passed 6-0.