

**CITY OF COLUMBUS
COLUMBUS TOURISM COMMISSION**

DATE: APRIL 24, 2019

LOCATION: COUNCIL CHAMBERS COLUMBUS CITY HALL, 105 N. DICKASON BLVD.

Minutes

- 1.) CALL TO ORDER – Meeting was called to order at 7:02 PM
- 2.) ROLL CALL – DETERMINATION OF A QUORUM – Thom , Milburn, O’Brion and Traxler were present. LaPlante was excused and Patel was absent. Schreiber staffed the meeting.
- 3.) NOTICE OF PUBLIC MEETING - Meeting was noticed in accordance with state and local laws.
- 4.) APPROVE AGENDA – Motion by Milburn, seconded by O’Brion to approve the agenda as presented. Motion passed 4-0.
- 5.) APPROVE MINUTES - Motion by Thom, seconded by Milburn to approve the March 27, 2019 minutes as presented. Motion passed 4-0
- 6.) CITIZEN COMMENTS – No Comments were received
- 7.) TOURISM COMMISSION FINANCIAL REPORT – Schreiber reviewed the Financial Report, he will follow up next month with the status of payments from HA Whitney Inn.

8.) OLD BUSINESS:

- a. Update regarding the 2020 Discover Wisconsin Campaign for Columbia County

Staff reviewed the results of the Creative Marketing Prep Sheet. The results from the 4 people who completed the prep sheets showed a common theme centered on Historic Districts and Buildings, Redbud Trees, City Hall Clock Tower and city events. Staff said the next step was to schedule a meeting with the production team from Discover Wisconsin to approve an outline for the show. Traxler and Thom volunteered to meet with production team along with city staff.

- b. Discussion on Wayfinding Signage for the City of Columbus

Staff provided an update regarding wayfinding signage and potential locations throughout Columbus. Staff will follow up with DPW to find out who made the existing signs. The next steps will be to finalize sign locations, destinations and the cost to install the signs.

9.) NEW BUSINESS:

- a. Review and take potential action on the application for Red Bud Days

Milburn recused himself from Tourism Commission for this item. Staff provided an overview of the application to support the 2019 Redbud Days Event. The event is sponsored by the Columbus Chamber of Commerce and they requested \$700 from the Tourism Commission to assist with marketing Redbud Days. The Chamber will be invited back at the May or June meeting to provide an update of the event. The tourism commission authorized staff to order a banner from the materials and services line of the budget that says “sponsored in

part by: Columbus Tourism Commission". The Commission wanted the banner to be displayed at the event.

Motion by O'Brion, second by Thom, to approve the application from the Columbus Chamber of Commerce for the Red Bud Days event. Motion passed 3-0

b. Discussion on Wayfinding Kiosk at Davies Park

Staff reviewed a proposal to place a wayfinding Kiosk at Davies Park. The Commission supported the idea and they would like the Kiosk to have: City Map, Electricity (with a charging station), Lighting, Shelter, and Dry place to store literature, Interactive (look at QR codes or drive people to website). The Commission also talked about partnering with the HLPC to place the historic walking tour books at the Kiosk.

10.)ADJOURN – Motion by O'Brion, Second by Milburn to adjourn at 8:44 PM.

Respectfully submitted by,
Matt Schreiber