



**CITY OF COLUMBUS
COLUMBUS TOURISM COMMISSION
MINUTES**

DATE: May 21, 2018
LOCATION: CITY HALL, 105 N. DICKASON BLVD.

1.) CALL TO ORDER

The meeting was called to order at 7:07 p.m. by Chairman Andrew Traxler.

2.) ROLL CALL – DETERMINATION OF A QUORUM

The roll was taken. Present: JD Milburn, Robert O’Brion, Michael Thom, Andrew Traxler. Absent: Kal Patel. City Staff present: Matt Schreiber.

3.) NOTICE OF PUBLIC MEETING

4.) APPROVE AGENDA

Motion by Thom to approve the 5-21-2018 Tourism Commission Agenda, seconded by Milburn.
Motion carried on a unanimous vote of 4-0-0.

5.) APPROVE MINUTES OF DECEMBER 11, 2017 MEETING

After review, motion by Milburn to approve the 2-12-2018 Tourism Commission Agenda, seconded by O’Brion. Motion carried on a unanimous vote of 4-0-0.

6.) OLD BUSINESS:

1.) Update on City of Columbus Tourism website.

This item was tabled until the next meeting where JT Cestkowski will provide an update.

2.) Update on Visit Columbus Wisconsin Facebook Page

Traxler updated the commission that the Visit Columbus Wisconsin Facebook Page has been created. He also encouraged commission members to go online and review the Visit Columbus Wisconsin Facebook Page. Cestkowski will provide an update at the next meeting.

7.) New BUSINESS:

1.) Consider contribution towards for marketing the Columbus Carriage Festival.

Heather Kuenzi was present from Columbus Carriage Festival and she provided an updated budget from the 2017 event and the proposed budget for 2018. The budget showed \$1,314 of expenditures for marketing the festival in 2017. Thom asked about the 2017 expenses for the morning brunch on the porch and if the event was free and open to the public. Kuenzi said it was free and open to the public.

Motion by Traxler to reimburse the Columbus Carriage Festival \$1,314 for expenses incurred for marketing the Columbus Carriage Festival, second by Milburn. Motion passed 4-0-0.

The Tourism Commission also reviewed the proposed budget for the 2018 Columbus Carriage Festival. Thom asked the applicant to clarify what items will be covered under festival supporting activities. Kuenzi clarified what was included under support activities in the budget and will provide more detail in the final budget report. Traxler added that supporting activities could have been considered as funds to offset general operating expenses which are not allowed. Milburn encouraged Kuenzi to reconsider having the parade go through the downtown because it helped with community support. Milburn added they should highlight the effectiveness of the marketing effort in the final report to the Tourism Commission. O'Brion asked if there was a parade this year, Kuenzi said not this year but they hope to have a parade for the 2019 event.

Motion by Milburn to conditionally approve \$2,650 to the 2018 Columbus Carriage Festival provided that they provide a report to the tourism commission within 60 days after the event. Second by O'Brion. Motion passed 4-0-0.

2.) Discussion on the Draft Tourism Commission Application Form

Schreiber presented the draft revisions to the Tourism Commission Application Form. Traxler suggested creating an attachment form to allow applicants to provide more detail for the use of funds table. The tourism commission recommended several formatting changes the will be changed and presented at the next meeting. Milburn suggested adding a leveraging ratio to the guidelines.

3.) Set a Regular Meeting Schedule

Schreiber indicated that the best time was the 4th Wednesday of the month at 6:00 p.m. The next meeting will stay with that schedule and will be held June 27. At that meeting we will confirm a regular time with the 2 new commission members.

4.) Discuss the request from the Cable Commission

Traxler reviewed the letter from the Cable Commission requesting that Tourism Commission meetings be televised. Traxler noted that he thought the meetings should be broadcast for transparency. Milburn asked if they could convene closed sessions to protect proprietary information from applicants, the consensus was yes the Tourism Commission could utilize closed sessions if needed. Thom indicated that the Tourism Commission should revisit this in the future after we receive input from the 2 new members.

5.) Discuss participation in the City of Columbus Light Pole Banners

Schreiber indicated that the City is looking to hang banners from the light pole in the downtown area and asked if the Commission would consider funding part of the project. Schreiber said he would provide updates to the commission at future meetings.

8.) ADJOURN.

Motion to adjourn by Thom, seconded by O'Brion. Motion carried on a unanimous vote of 4-0-0. Meeting adjourned at 9:13 p.m.

Respectfully submitted by,
Matt Schreiber, Director of Planning and Development