

**CITY OF COLUMBUS  
COLUMBUS TOURISM COMMISSION**

**DATE: MAY 22, 2019**

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

**MINUTES**

- 1.) CALL TO ORDER – Meeting was called to order at 6:36 PM
- 2.) ROLL CALL – DETERMINATION OF A QUORUM – Milburn, O’Brion, Johnson, and Thom were present, Walcott was excused.
- 3.) NOTICE OF PUBLIC MEETING – Meeting was noticed in accordance with state and local laws.
- 4.) ELECTION OF CHAIRPERSON FOR TOURISM COMMISSION – Motion by O’Brion and a second by Milburn to table this discussion until next month’s meeting.
- 5.) APPROVE AGENDA - Motion by Johnson and second by O’Brion to approve the agenda as presented. Motion passed 4-0.
- 6.) APPROVE MINUTES - Motion by O’Brion second by Thom to approve the April 24, 2019 minutes as presented. Motion passed 4-0
- 7.) CITIZEN COMMENTS – Andy Traxler at 137 E Mill Street thanked those who are serving on the Tourism Commission. He stated that he has confidence that the Tourism Commission is in good hands with those who were appointed or reappointed.
- 8.) TOURISM COMMISSION FINANCIAL REPORT – Schreiber reviewed the Tourism Commission financial report for April of 2019. He will verify the purpose of contribution to the general fund.

9.) OLD BUSINESS:

a. Review and approve outline for the Discover Wisconsin Columbus Segment  
Staff reviewed the proposed outline for the Discover Wisconsin Segment. Staff is requesting the commission approves the outline in order to sign off on the outline approval form. The outline was generated from the creative marketing prep sheets completed by the tourism commission earlier this year and a meeting with the Discover Wisconsin production team.

Motion by Milburn, second by O’Brion to approve the outline for the Discover Wisconsin Columbus Segment as presented. Motion passed 4-0.

b. Update and take potential action on the application for Red Bud Days event

Milburn indicated that initial results were over 37,000 Impressions. He stated the full report was not ready for the Tourism Commission and asked the item be tabled.

Motion by Johnson, second by O’Brion to table this item.

c. Update on Wayfinding Signage for the City of Columbus

Staff provided an update stating he talked with Mark Lange from Lange Enterprises about printing new wayfinding signs. He said the preliminary budget for the project is roughly \$1500. Staff indicated that more detail would be provided at the next meeting.

d. Update on Wayfinding Kiosk at Davies Park

Staff reviewed the concept for the Kiosk at Davies Park. The next step is to find companies that could custom build a Kiosk and get quotes. Commission members suggest having an electron display similar to EXP Realty at the Kiosk.

10.)NEW BUSINESS:

a. Discuss participation on Amtrak's Great American Station Website

Peggy Lucero from Amtrak contact Mayor Thom and city staff recently to update Amtrak's Great American Stations website. The commission decided that we need to provide links to key community websites for the webpage. Staff will also work on more content for the webpage.

b. Update on Visit Columbus Website

Staff provided an update that the website had been down but new Media Coordinator was able to fix the issue. No other updates were needed at this time.

c. Update on City Staffing

The new media coordinator, Lisa Wolf, was in attendance to discuss her role with the Tourism Commission. The commission asked to verify how the position his funded to provide clear direction on the positions role with the commission.

11.)ADJOURN – Motion by Milburn and a second by O'Brion to adjourn the meeting.

Respectfully submitted by,  
Matt Schreiber