



Minutes
Tourism Commission
Monday, July 11, 2022
Council Chambers, City Hall, 6:30 pm

1. Call to order at 6:43pm
2. Roll call - Determination of quorum
 - Walcott, Roelke, Arnold, Milburn, Walker and Famularo were present.
 - Bennett was present.
3. Notice of public meeting
 - Meeting was properly noticed.
4. Approve agenda
 - Motion by Famularo, Second by Arnold. Approved 6-0.
5. Approval of Minutes for June 6, 2022
 - Motion by Arnold, Second by Famularo. Approved 6-0.
6. Comments of citizens present
 - None.
7. Tourism Commission Financial Report
 - Bennett presented June's Tourism Fund statements. Bennett informed the Commission that May's revenue statement along with June's were waiting on a revenue audit regarding 2022 Room Tax Revenue. No timeline was stated, but Bennett will get more information from the Treasurer.
8. Old Business
 - a. Follow up with the Redbud Days application
 - Helen Klock has submitted a budget detailing expenses and revenues from the Redbud Day event. The Commission was glad that it was successful.
 - b. Discuss 2022 Tourism Marketing Initiatives
 - Bennett was able to determine that the Columbus Comeback marketing plan was strategically for during the pandemic. Bennett will work with Famularo on using it as a starting point for an updated plan.
 - c. Staff Update on projects

I. Calendar project

- Bennett presented updates from Events.com regarding revenue sharing, moderating, and the scheduling issue when importing events. Famularo asked for more information about where revenue sharing payments get sent to. Bennett will follow up with Events.com.

II. Electric vehicle project

- Bennett presented maps from ChargePoint and Google that show where the EV charging station is located. Bennett will be getting pictures for Milburn to help market online. Walker asked about a charging station by Secret Garden Floral. Milburn stated it was one of the old former charging stations from Water & Light.

III. Wayfinding project

- Bennett presented options for paying for the wayfinding signs. The Commission would like more information about the Materials/Services line item in the budget and did not want to use that line item for purchasing the signage. Suggested using the Marketing & Advertising line item instead. Famularo motions to approve option #1 as presented, to pay for the wayfinding signs using the Travel grant and then the Marketing & Advertising line item. Seconded by Roelke. Roll call vote; Walcott – aye, Arnold – aye, Milburn – aye, Famularo – aye, Walker – aye, Roelke – aye. Motion passes 6-0.

9. New Business

a. Discuss 2023 use of carryover funds

- Commission discussed combining the calendar letter with promoting tourism funding. Milburn asked about changes regarding solicitation for events. The Commission will need to double check its bylaws. Famularo pointed out the Ordinance is on the Municode site that can be accessed from the City website. Bennett will send a direct link to the Commission.

b. Discuss potential ATV/UTV routes within the City

- Walcott addressed concerns regarding the potential ATV/UTV routes within the City limits and asked why it couldn't be combined with the existing snowmobile ordinance. Arnold stated that the topic will be put to an advisory referendum and any

ATV/UTV ordinance is currently tabled until after the referendum. The Commission would rather wait to discuss this topic as it relates to tourism after the results.

- c. Discuss bicycle and hiking paths within the City
 - Walcott would like to better promote the bike trails, hiking, and kayaking. Milburn added that Tourism Commission already funded a bike map. But the kayak launch was donated and needs to be promoted as part of the City's marketing plan. Aquatic Center and Pavilion should be included. Commission discussed a potential interactive map that can highlight various attractions in Columbus. Bennett will look into possible GIS by the City.
 - Famularo suggest the Commission hold a strategic planning session either August or September.
- d. Discuss next meeting date – tentatively scheduled for August 1st
 - The next meeting will be August 8, 2022 at 6:30pm

10. Adjourn at 8:17pm

Submitted by David Bennett