

**CITY OF COLUMBUS
COLUMBUS TOURISM COMMISSION**

DATE: August 2nd, 2018
LOCATION: CITY HALL, 105 N. DICKASON BLVD.

MINUTES

- 1.) CALL TO ORDER – Meeting was called to order at 6:05 PM
- 2.) ROLL CALL – DETERMINATION OF A QUORUM – Members present included: Thom, Traxler, LaPlante, Milburn and Nehmer. Patel and O’Brion were excused. Matt Schreiber and JT Cestkowski were also present.
- 3.) NOTICE OF PUBLIC MEETING – Meeting was noticed in accordance with state and local laws.
- 4.) APPROVE AGENDA – Motion by Milburn and second by Thom to approve the agenda as presented. Motion passed 5-0.
- 5.) APPROVE MINUTES – Motion by Milburn second by LaPlante to approve the 6-27-2018 minutes as presented. Motion passed 5-0.
- 6.) CITIZEN COMMENTS – No Citizen Comments were received
- 7.) TOURISM COMMISSION FINACIAL REPORT – Schreiber presented the financial report from 6-30-2018. Traxler requested that future reports note the status of room tax collections.
- 8.) OLD BUSINESS:
 - a. Review and take action on reimbursement requests from the Columbus Carriage Festival for marketing expenditures for the 2018 Festival.

Schreiber reviewed the final receipts that were provided by the Columbus Carriage Festival. Nehmer asked if the commission previously received detailed reports like this. The commission agreed that applicants should provide reports similar to this in the future.

Motion by Thom and a second by Nehmer to approve the reimbursement request to Columbus Carriage Festival as presented. Motion passed 5-0

- b. Discuss and take action on the request from the Columbus Cable Commission to televise the Tourism Commission meetings.

Cestkowski reviewed the cable commission request to televise the Tourism Commission meetings. Schreiber added that the Tourism Commission tabled this item in the May meeting to get feedback from the new members of the Commission. Consensus was to move forward with cable broadcasts, but they did not want to broadcast on Facebook live.

Motion by Milburn and a second by Thom to broadcast Tourism Commission meetings via cable cast. Motion approved 5-0.

c. Review and take action on the budget for the Visit Columbus WI website.

Cestkowski reviewed the budget for the Visit Columbus WI website provided to the commission. He added that SSL and Mesmerize pro were needed for website security and for website theme design. Thom asked if these would be an annual fee. Cestkowski said they are a reoccurring fee they are bi-annual or longer.

Motion by Traxler and a second by LaPlante to approve the budget for the Visit Columbus WI website as presented. Motion passed 5-0.

d. Review and take action on the proposed room tax application form.

Schreiber provided an updated Room tax Application form. He stated that the form is now a fillable PDF form. Nehmer recommended changing number 6 in the guidelines to state the Tourism Commission can use the photos provided by the applicant to market future events.

Motion by Traxler and a second by Thom to approve the amended room tax application form. Motion passed 5-0.

e. Update on the request to Tourism Commission to consider contribution towards upgraded computer for marketing.

Schreiber notified the Tourism Commission that this request had been rescinded. No further action is needed on this item.

f. Update on request to partner with the Columbus Fall Festival.

Schreiber stated that after the June 27th meeting that he was informed that the Columbus Fall Festival will be discontinued. The commission agreed that it would like to sponsor a fall event. Thom suggested having an event on Sunday Afternoon on Dickason Blvd could be very successful. Thom asked if the Tourism Commission could be more active in recruiting organizations to host events. Nehmer asked if the Tourism Commission could fund Civic organizations if they provided the volunteers for the event. The group discussed various civic groups who could be potential partners for a fall festival.

Schreiber said he would follow up with City Attorney Johnson to ask if the Tourism Commission could directly sponsor an event.

9.) NEW BUSINESS:

- a. Discuss the 2020 Discover Wisconsin Campaign Overview for Columbia County.

Schreiber provided an overview of the request to join the 2020 Discover Wisconsin Columbia County episode. Milburn said this a preliminary request and in the future Lisa Beck from Discover Wisconsin will come to the Tourism Commission to provide an overview. Milburn added that the Columbia County and 4 communities within the county would sponsor the event. Schreiber said he would keep this on the agenda to provide status updates in the future.

- 10.) ADJOURN – The next Tourism Commission meeting is scheduled for September 26, 2018 and the meeting adjourned at 7:49.

Respectfully submitted by,
Matt Schreiber