



Minutes
Tourism Commission
Monday, September 12, 2022
Council Chambers, City Hall, 6:30 pm

1. Call to order at 6:32pm
2. Roll call - Determination of quorum
 - Walcott, Arnold, Famularo, Milburn, and Walker were present. Staff member Bennett was present.
3. Notice of public meeting
 - Meeting was properly noticed.
4. Approve agenda
 - Motion to approve agenda by Arnold, second by Famularo. Approved 5-0.
5. Approve minutes for August 8, 2022 and August 10, 2022
 - A. Motion to approve August 8, 2022 minutes by Famularo, second by Milburn. Approved 5-0.
 - B. Motion to approve August 10, 2022 minutes by Walker, second by Arnold. Approved 5-0.
6. Comments of citizens present
 - None.
7. Financial Report
 - A. Bennett presented the August financial statements and detail ledger. Walcott asked about why there was no year-to-date (YTD) revenue. Milburn brought up an annual audit that might be the cause. Bennett will ask the Treasurer about it and request numbers.
8. Old Business
 - A. Staff update on projects
 - I. Calendar project
 - Bennett updated the Commission that the fix to the “popular” section of the calendar was completed. However, no update Events.com to the changes of the shared revenue program.

- Famularo asked if others are adding events. Bennett stated that although he's adding most of the events, there are others who have begun to add to it as well.

II. Electric vehicle project

- Bennett presented July's Assure Station report which highlighted an increase in sessions to 10 with 7 unique drivers and 3 returning drivers. The station generated \$60 in revenue. Walcott asked Bennett to find out where the revenue goes. Milburn would like to promote the charging station to various news outlets and that a good Facebook and PR campaign be done.

III. Wayfinding project

- Bennett is coordinating with DPW for signage installation costs and availability of staff to assist. Two Rivers Signs estimates the signage being completed by late September.

9. New Business

A. Updated staff assignments

- Bennett presented the updated organizational chart and informed the Commission about an upcoming meeting with the City Administrator and the Assistant Administrator to discuss the Communications & Multimedia Coordinator position.

B. Planning for 2023 marketing activities

- Commission discussed various ideas for marketing in 2023. Famularo suggested continuing print ads. Walcott suggested the creation of Public Enemies Day to harken back to when the filming took place in Columbus. Milburn shared the most popular calls the Chamber receives such as things to do, Amtrak and parks. The Commission discussed promoting the parks and beginning research for a kiosk at Davie's Park.
- Arnold brought up the new bowling alley wanting to focus on Columbus and promoting the Holiday Train.

C. Discuss Tourism marketing goals for the next 3-5 years

- The 2023 marketing activities continued into discussing marketing goals. Famularo suggested a survey to collect data, demographics and analytics from hotels and Airbnb's. Milburn shared the hotel feasibility study from 2018.
- Milburn suggested to check online reputation and get involved in digital marketing.

- Walcott shared that some of his guests stay in Columbus for the hospital, restaurants and bike races.
- The Commission discussed a digital kiosk at Davies Park. Famularo offered to research potential companies. Bennett brought up Reach service he used while in Marshfield for display software.

D. Discuss next meeting date

- The next meeting will be scheduled for Monday, October 3, 2022 at 6:30pm in the City Hall Council Chamber.
- Famularo would like to discuss the possible survey at the next meeting.

10. Adjourn at 7:46pm

Submitted by David Bennett