

**CITY OF COLUMBUS
COLUMBUS TOURISM COMMISSION**

DATE: October 24, 2018
LOCATION: CITY HALL, 105 N. DICKASON BLVD.

Minutes

- 1) CALL TO ORDER – Meeting was called to order at 6:00 PM
- 2) ROLL CALL – DETERMINATION OF A QUORUM - Members present included: Thom, Traxler, LaPlante and Nehmer. Patel, O’Brion and Milburn were excused.
- 3) NOTICE OF PUBLIC MEETING - Meeting was noticed in accordance with state and local laws.
- 4) APPROVE AGENDA - Motion by LaPlante and second by Thom to approve the agenda as presented. Motion approved.
- 5) APPROVE MINUTES - Motion by Thom and second by Nehmer to approve the 9-26-2018 minutes with corrected typo on item #9. Motion passed 4-0.
- 6) CITIZEN COMMENTS - No Citizen Comments were received
- 7) TOURISM COMMISSION FINANCIAL REPORT – Vander Sanden presented the financial report from 9-26-2018.
- 8) OLD BUSINESS:
 - a) Discuss the 2020 Discover Wisconsin Campaign for Columbia County.
Item was deferred to the next meeting with Commissioner Milburn can report.
 - b) Discussion regarding sponsorship of local events.
The Commission recapped the discussion and the interest by Director of Planning & Development Matt Schreiber to look at more “signature” local events for the community.
 - c) Discussion of Local Print/Social Media plan for Holiday Train
Cestkowski talked about last year’s effort in getting out marketing for the Holiday Train and Holiday events. Cestkowski felt that a more combined effort with the Chamber would be in order and to do that, \$2000 from Tourism would be helpful. There was discussion of using print ads, social media outlets and radio spots – perhaps more locally and into the Fox Valley. A motion made by Thom, and a second by LaPlante to allocate \$3500 to the advertising effort. Motion approved on a 4-0 vote.

d) Review and take action on Visit Columbus WI website

Cestkowski provided an update and a visual on efforts to create a City Tourism webpage. There was discussion on the content and plans for the site. Cestkowski was directed to share the proposed website with the Commissioner for review and comment. A motion was made by Nehmer, a second by LaPlante to approve the Visit Columbus WI website and allow for that Commissioner review and comment. Motion approved on a voice vote.

9) NEW BUSINESS

a. Review and consider 2019 Tourism Commission Budget.

This item was tabled to the next meeting due to a lack of a quorum. Vander Sanden said he would bring the item back to a special meeting for consideration prior to the next regular meeting.

10) ADJOURN - Motion by Thom and a second by Traxler to adjourn the meeting at 6:59 PM.

Respectfully submitted by,
Patrick Vander Sanden