



Minutes
Tourism Commission
Monday, October 3, 2022
Council Chambers, City Hall, 6:30 pm

1. Call to order at 6:38pm
2. Roll call - Determination of quorum
 - Walcott, Arnold, Famularo, Milburn and Roelke 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 September 12, 2022
 - Motion to approve September 12, 2022 minutes by Roelke, second by Milburn. Approved 5-0.
6. Comments of citizens present
 - None.
7. Financial Report
 - Bennett presented the September financial statements, detail ledger and year-to-date room tax collections. Commission discussed if the entities listed were property owners or booking companies with Walcott asking if Boarders were caught up. Bennett will try to follow up on the status of Boarders. Expenditures were up-to-date. Motion to approve the financial report as presented by Arnold. Second by Famularo. Approved 5-0.
8. Old Business
 - a. Staff update on projects
 - I. Calendar project
 - Bennett updated the Commission that the Library is currently adding events to the calendar. Milburn will be testing the calendar with Chamber of Commerce events. Bennett had been adding Chamber events. Arnold will promote the calendar during Mayor's report during

Council meetings. However, no update Events.com to the changes of the shared revenue program.

II. Electric vehicle project

- Bennett presented August and September's Assure Station report which highlighted decreases in usage due to lack of promotion beyond Google and Bing maps. Bennett is developing a news release for publication. Walcott suggests letting hotel and Airbnb participants know about the E/V charging station.

III. Wayfinding project

- Bennett is coordinating with DPW for signage installation costs and availability of staff to assist. DPW will not be charging for labor as long as all materials are provided. Two Rivers Signs will be providing nearly all the materials except concrete to set the posts. Bennett shared that DPW estimates concrete between \$352 and \$792 and will follow up once signs have been delivered as to when the payment to DPW takes place. Two Rivers Signs has supplier issues and are waiting for the signs to be finished painted and have the reflective material.

9. New Business

a. Discuss hotel, motel, Airbnb survey

- Bennett briefly recapped previous discussion of a survey to collect data, demographics and other information from guests who stay at the hotel and Airbnb hosts. The Commission discussed various possible questions to be used on the survey and how the survey will be given to guest and what/if any incentives were to be included for filling out the survey.
- The discussion included creating and getting guests to subscribe to an email list.
- The Commission decided on the following questions to be included on the survey: Where are you from? Are you here for... (Options including personal/family, 4th of July, Redbud Day, Holiday Train, etc.) and include How did you hear about Columbus / Event? If selected. What's your age? (Include ranges to select from), Email address? How long will you be staying?
- Famularo suggested the survey could be a ½ or ¼ sheet or a simple QR code at the front desk or in rooms. Arnold added the

inclusion of the City's publication, the Commotion as well.
Milburn suggested using Google to create QR code that sends
email and incentive.

b. Discuss next meeting date

- The next meeting will be scheduled for Monday, October 31, 2022
at 6:30pm in the City Hall Council Chamber.

10. Adjourn at 7:38pm

Submitted by David Bennett