

**City of Evansville**  
**Economic Development Committee Subcommittee on Tourism**  
**Tuesday, October 6, 2015, 6:30 PM**  
**Creekside Place, 102 Maple St., Evansville, WI**

**MINUTES**

1. Meeting was called to order at 6:33 p.m.
2. Roll call. Present: Kelly Czerwonka, John Decker (at 7 p.m.), Christina Slaback, Sue Berg. Ex officio: Sandy Decker. Absent: Krista Korfmacher
3. Motion to approve agenda. Christina Slaback/Kelly Czerwonka. Under item 9 on the agenda, Sue Berg added 3 sub-items. As amended, motion passed.
4. Motion to waive the reading of the minutes from June 2, 2015, and August 4, 2015, and approve them as printed. Christina Slaback/Kelly Czerwonka. Approved.
5. Citizen appearances. None.
6. Contractor Update
  - a. Sarah Bocher emailed the initial list of contacts for review, and brought paper copies for committee members. The Evansville community calendar has been updated with tourism-potential activities for the next three months. Sarah recommended adding web addresses to event descriptions where appropriate, and will follow up. She collected brochures from City Hall and delivered them to approximately 15-20 businesses. To date, time spent on training, developing a process and executing the work amounts to about 12 hours. Committee members offered additional suggestions for contacts and potential tourism events.
7. Marketing/promotional opportunities and updates
  - a. Discover Wisconsin project with Janesville
    - i. No date set yet for the initial planning meeting.
  - b. Oktoberfest promotional support
    - i. No funding was allocated in 2015 to support Oktoberfest promotions. Sue Berg moved, John Decker seconded, the allocation of \$600 from unspent funds in 2015 to support Oktoberfest. Discussion verified that funds exist and that \$600 was the level of support allocated to other community events. Motion approved.
  - c. Wisconsin Association of Convention & Visitors Bureau Nov. 5-6 in Oshkosh at Premier Waterfront, \$140 plus hotel
    - i. Consensus was to forego the convention this year.
8. Old Business
  - a. Evansville 150<sup>th</sup> anniversary
    - i. Historic Home Tour and fees: The potential for a one-day historic home tour on a Sunday afternoon in September was reviewed. Sue Berg inquired if stipends were ever offered to home owners to offset cleaning fees or other expenses in preparation for a historic home tour. The committee verified there was no such practice. Identifying a leader(s) and home owners willing to participate may be a challenge. One person from the community may be interested in helping. Kelly Czerwonka may be willing to assist. Sue will coordinate a meeting.
  - b. Peace Park, Ice Age Trail, Triathlon potential: placeholder
    - i. Jason Sergeant from the City continues to be active with the Ice Age Trail committee and is currently working on certifying a portion of the trail within the City.
  - c. Budget review/status
    - i. The 2015 budget still has funds available due to unexpected lower costs. In the 2016 budget, a portion of the allocation for 150<sup>th</sup> commemoration will be used for an ad in *American Road* magazine's spring issue. The national magazine has a circulation of 25,000 and readership of 100,000.

9. New Business

- a. Discover Evansville brochure reprint progress
  - i. The committee recommended a few final changes for the brochure. The print run will be 1500 brochures, which are anticipated to last through 2016.
- b. NEW: brochure inventory process/management
  - i. There was some concern that a quantity of the Barn Quilt brochures may have disappeared. After review, it was determined that the print run of 1000—received in June--was likely not enough for demand. If funds remain in 2015 after the Discover Wisconsin brochure is printed, another order of Barn Quilt brochures will be pursued. The entire inventory of brochures will be maintained at City Hall, and monitored by Kevin Von Tayson.
- c. NEW: 150<sup>th</sup> anniversary flyers/printing expense
  - i. Sue Berg was approached by the Grove Society for flyers to promote the 150<sup>th</sup> anniversary. The flyers will be distributed later this week at a history conference. Sue created a flyer, and UB&T graciously agreed to print them. It was noted that a portion of the 2016 budget for 150<sup>th</sup> commemoration activities could be used to cover future printing expenses for promotional flyers.
- d. NEW: Rock County Guide 2016. Sue Berg reported that the cost would be the same as last year, at \$760, with earlier deadlines.

10. Tourism activities review

- a. Sept. 16 Ladies Night Out: Christina Slaback reported that paid attendance was 179, close to their goal of 200. Attendance has increased each of the three years of the event. Businesses reported that people were shopping.
- b. Sept. 24-Oct. 4 Plein Air painting contest: no report from the organizers. Kelly noted that the paintings are now hanging in the Creekside Place art gallery.
- c. Oct. 24 Oktoberfest: Kelly reported that the committee is well organized. The goal is 300 guests; 90 beers from 50 breweries are “on tap” and at least 2 distributors plan to attend. Several caterers will be serving food samples.
- d. Nov. 20-21 Olde Fashioned Christmas: Christina reported that plans are underway. The Friday evening carriage rides—a popular signature event—may be looking for a second sponsor. Also, the current vendors indicated they plan to retire eventually which may require finding another horse-and-carriage vendor.
- e. Nov. 21 Jingle Jog/Chase the Grinch: Chase the Grinch is a half-mile (2-city-block) kid run with an adult 5K fun run.

11. Announcements

- a. Sandy Decker noted that the Common Council will be voting to establish a Tourism Commission which will replace the Tourism Committee. Current committee members will become members of the commission with the addition of a representative of the local hotel industry. The existence of a Tourism Commission is required by 2017 per state law.

12. Next meeting dates December 1 and February 2

13. Motion to adjourn at 8 p.m. by Christina Slaback/John Decker. Approved.