

City of Evansville
Economic Development Committee Subcommittee on Tourism
Tuesday, December 1, 2015, 6:30 PM
Creekside Place, 102 Maple St., Evansville, WI

MINUTES

1. Meeting was called to order at 6:37 p.m.
2. Roll call. Present: Kelly Czerwonka, Krista Korfmacher, Christina Slaback, Sue Berg.
Absent: John Decker
3. Motion to approve agenda. Christina Slaback/Krista Korfmacher.
4. Motion to waive the reading of the minutes from October 6, 2015, and approve them as printed. Kelly Czerwonka/Christina Slaback./ Approved.
5. Citizen appearances. None.
6. Contractor Update
 - a. Sarah Bocher reviewed the contact list and her timesheet that she emailed to committee members prior to the meeting. Data collection, calendar entries and brochure distribution were discussed.
7. Marketing/promotional opportunities and updates
 - a. Discover Wisconsin project with Janesville: The first draft of the script was distributed to committee members with a request to review and provide feedback to Sue Berg by early January.
 - b. Rock County tourism guide update: Narrative, photos, and calendar information have been submitted to the editor.
 - c. American Road magazine ad update: A copy of the signed contract was presented at the committee meeting. The search for a graphic designer to create the ad for free or at minimal cost continues.
8. Old Business
 - a. Evansville 150th anniversary: Logo development is in process. The next meeting date hasn't been set, and is anticipated for late January. The committee reviewed a draft of a flyer that will be used as an insert in the Water & Light invoices.
 - b. Peace Park, Ice Age Trail, Triathlon potential: No activity to report.
 - c. Budget review/status: No activity to report.
 - d. Tourism Commission / Room Tax status report: Sue Berg will participate in a conference call about the new changes in the room tax law. The conference call is sponsored and hosted by the League of Wisconsin Municipalities.
9. New Business
 - a. Citywide rummage sale coordinator: To date, there is no volunteer who has stepped forward to coordinate the citywide rummage sale.
10. Tourism activities review
 - a. Oct. 24 Oktoberfest: Successful as usual with the largest turn out to date.
 - b. Nov. 20-21 Olde Fashioned Christmas: Excessive wet snow hampered turn out. Businesses reported that those who participated seemed to enjoy themselves and were making some purchases.
 - c. Nov. 21 Jingle Jog/Chase the Grinch: Despite participation hampered by weather, joggers and "chasers" had a good time.
 - d. Winter Farmers Market: There will be one "indoor farmers market" during the winter months. It will be held with the "Indoor Market" planned Jan. 16 at Creekside Place.
 - e. Jan. 16 Activity Fair: Simultaneous with the Indoor Market.
 - f. Feb. 13 Chocolate Extravaganza

- g. March 5 Chili Cook-Off and FFA Farm Toy Show: The FFA Farm Toy Show, usually held on Sundays, changed its date to a Saturday (March 5) in 2016 to accommodate a date change with the Monroe toy show. The Monroe toy show had to change its regular date due to an unusual scheduling conflict with a state tournament that will be held in Monroe in 2016.
- h. April 22 Energy Fair
- i. May 6 Art Crawl

11. Announcements: None.

12. Next meeting dates February 2 and April 5

13. Motion to adjourn at 7:58 p.m. by Krista Korfmacher/Christina Slaback. Approved.