

City of Evansville
Economic Development Committee Subcommittee on Tourism
Tuesday, June 2, 2015, 6:30 PM
Creekside Place, 102 Maple St., Evansville, WI

MINUTES

1. Meeting was called to order at 6:31 p.m.
2. Roll call. Present: Kelly Czerwonka, John Decker, Krista Korfmacher, Christina Slaback, Sue Berg. Ex officio: Sandy Decker.
3. Motion to approve agenda. John Decker/Krista Korfmacher. Approved.
4. Motion to waive the reading of the minutes from April 7, 2015, and approve them as printed. Krista Korfmacher/John Decker. Approved.
5. Citizen appearances. None.
6. Marketing/promotional opportunities and updates
 - a. Discover Wisconsin project. Special guests Christine Rebout from Janesville CVB, and Greg Smith and Mariah Haberman from Discover Wisconsin were invited to discuss collaborating on a new Discover Wisconsin television episode. There is definite interest from Janesville to collaborate. Total cost for program production is \$40,000, with cost split equally between Evansville and Janesville at \$20,000 each. If agreed, creative planning would begin in Fall 2015; filming would occur in Summer and Fall 2016; the first episode of the two-year contract would air Spring 2017 with the contract concluding in 2019. Initial brainstorming focused on using theme-based segments, potentially history/historic homes; parks; Ice Age Trail, and art. The television program has 4 segments of 5 minutes each. John Decker moved, Krista Korfmacher seconded, that it is the recommendation of the Tourism Committee to the Economic Development Committee that we move forward with the Discover Wisconsin project as outlined in the Discover Wisconsin proposal, in collaboration with Janesville, with a cost not to exceed \$20,000 for production of the television program. Approved unanimously.
7. Old Business
 - a. Barn Quilt brochure update: Krista Korfmacher presented the updated brochures, with appreciative reviews and comments from the committee. Brochures were immediately delivered to the Evansville Chamber of Commerce, Christine Rebout, and Creekside Place. Remaining brochures will be delivered to City Hall. Krista Korfmacher moved, Christina Slaback seconded, a \$100 consultation fee for Larry Dobbs. Approved unanimously.
 - b. Evansville 150th anniversary / June 11 meeting
 - i. Ladies Tea: Krista Korfmacher reported solid participation from seven area churches. Initial brainstorming generated numerous enthusiastic ideas involving costuming, food and tea cups. Proposed ticket prices are \$10/adult and \$5/child. The preferred date is a Sunday afternoon in Fall 2016, with a recommended date of October 9, 2016. The next steering committee meeting will be this fall. Cathy Rooney is co-chairing this event with Krista.
 - c. Peace Park, Ice Age Trail, Triathlon potential: Sandy Decker reported that Jason Sergeant is now a member of the Ice Age Trail Alliance committee conducting site reviews for trail placement. The Alliance suggested that the City of Evansville make a formal application for certification as a trail community.
8. New Business
 - a. New committee member: Kelly Czerwonka, meeting planner at Creekside Place, was introduced as the newest member of the committee.

- b. New contractor: Sue Berg reported that the contractor position is open again and will pursue another candidate. The committee discussed simplifying some of the job requirements.
 - c. Preliminary discussion about 2016 funding priorities
 - i. American Road magazine: Sue Berg reviewed the publication and advertising rates to promote 2016 sesquicentennial. Copies of the publication and information from the sales rep were distributed.
9. Tourism activities review
- a. April 11 Community Bash fundraiser
 - b. April 24 Energy Fair
 - c. Farmers Market
 - d. May 8 Spring Art Crawl: Christina Slaback reported that the 2015 organizers already made a commitment to coordinate the 2016 event. Store counts varied from 200 to 300-plus people participating with a rough estimate of 25 percent from outside Evansville.
 - e. May 25 Parade/Rally in the Alley
 - f. June 6 Rock County Dairy Breakfast at Larson Acres: due to commitments, there will be no tourism booth this year.
 - g. June 9 Chamber Lunch n Learn on tourism: Christina Slaback noted that New Glarus Chamber Director Susie Weiss will lead a program on their tourism practices.
 - h. June 26 Ice Cream Social
 - i. July 2-5 Fourth of July Festival
 - j. July 4 Run/Walk and Grove Gallop
 - k. July 31 Library book sale
 - l. July 31-Aug. 1 city wide garage sales
10. Announcements
- a. Tourism county impact: Sue Berg noted that the Wisconsin Tourism Department released the 2014 tourism impact information early in May.
11. Next meeting dates August 4 and October 6.
12. Motion to adjourn at 8:04 p.m. by John Decker / Christina Slaback. Approved.