

City of Evansville
Economic Development Committee Subcommittee on Tourism
Tuesday, August 4, 2015, 6:30 PM
Creekside Place, 102 Maple St., Evansville, WI

MINUTES

1. Meeting was called to order at 6:35 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. Krista Korfmacher/Kelly Czerwonka. Approved.
4. Motion to waive the reading of the minutes from June 2, 2015, and approve them as printed. Action forwarded to next meeting.
5. Citizen appearances. None.
6. Marketing/promotional opportunities and updates
 - a. Discover Wisconsin project with Janesville: The City approved the project and contract. Greg Smith advised Sandy Decker that the first “creative meeting” would occur late fall/early winter. Discussion followed about potential Evansville committee members.
7. Old Business
 - a. Evansville 150th anniversary
 - i. Sue Berg reported on behalf of Tom Calley that the Dead Leopard Lager is moving forward. Northwoods Brew Pub near Eau Claire will produce the lager using a recipe provided by Tom. A beer label has been designed.
 - ii. John Decker reported on the Pageant. A script is in development and will use a tidbit from the 1939 Pageant script. Vignettes from the Cemetery Theatre will be used, as well. The PAC will be reserved for the weekend of July 23, 2016, with four productions tentatively planned Friday-Sunday.
 - iii. Krista Korfmacher reported that the ladies tea is making progress. Cathy Rooney has recruited 5 sponsorships so far. Kelly Czerwonka reported collecting teacups and saucers, as are other individuals, for use at the tea.
 - iv. A brief discussion focused on setting the next meeting late September or early October to review progress of activities related to the 150th.
 - v. Discussion focused on funding for the 150th anniversary. John Decker moved, Krista Korfmacher seconded, a recommendation to the Economic Development Committee that an allocation of \$5000 be recommended to the Common Council for the 2016 budget for the purpose of supporting the 150th anniversary commemorations. Motion passed unanimously.
 - b. Peace Park, Ice Age Trail, Triathlon potential
 - i. Sandy Decker reported that Jason Sergeant continues to participate in the Ice Age Trail / Parks committee. Indications are that the National Park Service will certify Evansville for the Ice Age Trail sometime in 2016.
8. New Business
 - a. Kelly Czerwonka was welcomed again to the Tourism Committee.
 - b. Sue Berg noted that Sarah Bocher has been hired as the contractor, with dates running from September 1, 2015 to August 31, 2016.
 - c. Budget for 2016:
 - i. Krista Korfmacher moved, John Decker seconded, the following recommendation to the Economic Development Committee for the 2016 tourism budget:
\$ 2750 Historical Walking Tour guidebook reprint

\$ 2500	Downtown beautification
\$ 1500	Evansville 150 th commemoration
\$ 850	Rock County tourism guide
\$ 700	Art Crawl marketing
\$ 750	Fourth of July marketing
\$ 700	Plein Air marketing
\$ 750	Sip, Savor & Stroll marketing
\$ 700	Oktoberfest marketing
\$ 700	Olde Fashioned Christmas marketing
\$ 700	Tourism conference
\$ 400	General community marketing
\$ 250	Extension of contractor to end of 2016
\$ 150	Use of Creekside for tourism committee meeting space
\$ 100	Rock County fair participation
\$10,000	Discover Wisconsin TV episode

Discussion followed. Tourism monies are projected to be at \$13,500 for 2016. The recommended budget allocation totals \$13,500 plus \$10,000 for Discover Wisconsin. Events receiving tourism marketing money in 2016 will be required to reference the community's 150th anniversary in the marketing/advertising. The \$10,000 budget allocation for the Discover Wisconsin TV episode will come from unspent tourism funds that have accumulated. Motion passed unanimously.

- d. Discover Evansville brochure reprint
 - i. Sue Berg has been in touch with C&M Printing for an estimate to reprint the brochure, and asked committee members to submit brochure changes to her.

9. Tourism activities review

- a. June 26 Ice Cream Social: noted
- b. July 2-5 Fourth of July Festival: noted
- c. July 4 Run/Walk and Grove Gallop: noted
- d. July 31 Library book sale: noted with interest in promotional activities.
- e. July 31-Aug. 1 city wide garage sales: noted
- f. Aug. 1 Rock County Fair tourism booth: Sue Berg had \$13 in expenses.
- g. Sept. 18 Ladies Night Out: noted
- h. Sept. 24-Oct. 4 Plein Air painting contest: noted
- i. Oct. 24 Oktoberfest: noted
- j. Nov. 20-21 Olde Fashioned Christmas: noted
- k. Nov. 21 Jingle Jog/Chase the Grinch: noted

10. Announcements

- a. New feature on web site: www.travelwisconsin.com/south-central/rock-county/evansville
- b. Christina Slaback advised committee members that the Chamber created a Facebook page for Evansville events which may be useful to the contractor.

11. Next meeting dates October 6 and December 1.

12. Motion to adjourn made by Christina Slaback and seconded by Krista Korfmacher. Meeting adjourned at 7:50 p.m.