

MINUTES

Evansville Tourism Commission Thursday, February 10, 2022 Virtual Meeting Via Google Meet

1. Call to order at 6:30 p.m.
2. Roll call: Abbey Barnes, Jim Brooks, Dianne Duggan, Nancy Nelson, Raj Patel, Christina Slaback, and Sue Berg. Guest: Collette Spranger
3. Motion to approve the agenda made by Jim Brooks, seconded by Dianne Duggan. Motion carried.
4. Motion to waive the reading of the minutes from December 9, 2021, and approve them as printed made by Dianne Duggan, seconded by Nancy Nelson. Motion carried.
5. Citizen appearances: None.
6. Tourism Commission updates: None.
7. Old Business
 - a. Brochure distribution and inventory management: no updates.
 - b. City web pages for tourism: Colette Spranger shared that she has been trained to update the calendar on the city's web site. Sue Berg will send dates and information for the calendar.
 - c. Downtown flowers: Jim Brooks advised that flowers are on order. He will contact Public Works to reconfirm that they will water flowers on weekdays. Evansville Community Partnership will arrange weekend watering.
 - d. Mural committee: Nancy Nelson reported that she is building a planning committee for phase 2 of the mural project. Several people responded to a call for committee participation issued through social media. A group that specializes in producing large-scale murals as a festival activity gave information to Nancy about costs and process. She has an informal inventory of "wall space" in Evansville. Consensus is to commission the second mural with a theme around Evansville's circus history. Sue Berg contacted a mural project manager for information; researched templates for contracts for artists and building owners, and attended the Historic Preservation meeting in January to describe the mural project. The intent for the first mural is to display and celebrate it during the May 6 Art Crawl.
 - e. Holiday lights update: Sue Berg reported that the tourism budget contributed \$9972, about half the cost of the holiday lights.
8. New Business
 - a. Promotional Support: Evansville Underground Music has received a micro award from tourism to help with promotional efforts.
 - b. Tourism support for local lodging/retail/restaurants: Content and photo opportunities were discussed for the 2022 social media campaigns. Christina Slaback reported that outdoor recreational opportunities are top visitor priorities according to market research from Wisconsin Tourism Department.
9. Tourism activities
 - a. Chocolate Extravaganza Feb. 12
 - b. Chili Cookoff Feb. 26 – cancelled
 - c. Vintage Shop Hop March 4-5
 - d. FFA Farm Toy Show March 6
 - e. GBDGA Players Cup (Disc Golf) March 19
 - f. SpongeBob Square Pants: The Broadway Musical April 22-24
 - g. Cruise Night May 5
 - h. Art Crawl May 6
10. Next meeting dates are April 14 and June 9.
11. Motion to adjourn by Jim Brooks, seconded by Dianne Duggan, at 7:27 p.m.