

## MINUTES

### Evansville Tourism Commission Thursday, April 13, 2023 At Creekside Place, 102 Maple Street

1. Call to order at 6:30 p.m.
2. Roll call: Abbey Barnes, Jim Brooks, Ben Corridon, Shawn Dunphy, Raj Patel, Jenny Wiedel and Sue Berg. Guests Colette Spranger, Bryon Hobbs.
3. Motion to approve the agenda made by Ben Corridon, seconded by Jenny Wiedel. Motion carried.
4. Motion to waive the reading of the minutes from February 9, 2023, and approve them as printed made by Ben Corridon, seconded by Jenny Wiedel. Motion carried.
5. Citizen appearances: None.
6. Tourism Commission updates: Sue Berg welcomed Shawn Dunphy to the Tourism Commission.
7. Old Business
  - a. Brochure distribution and inventory management: Sue Berg will check with the contractor about the next brochure distribution.
  - b. City web pages for tourism: Colette Spranger mentioned that another employee at City Hall may be able to assist with updates for the city web site, especially the events page.
  - c. Downtown flowers: Flowers are on order and Jim Brooks anticipates the flower baskets will be hanging from the street lights around Memorial Day weekend. Water & Light agreed to water flowers this year.
  - d. Mural #2 update: The artist for the second mural plans to meet with Colette Spranger, Community Development Director, about equipment, storage and access while painting the mural.
  - e. 2023 Walking Tour Guidebook: still in progress.
  - f. *Our Wisconsin* magazine ad: *Our Wisconsin* magazine published the Evansville tourism ad on page 56 of the April / May 2023 issue. The next ad is scheduled for the June / July issue.
8. New Business
  - a. Tourism support for local lodging/retail/restaurants
    1. Photography: Bryon Hobbs, a photographer from Madison, introduced himself and his photography capabilities for the Tourism Commission to consider.
    2. Social media: Abbey Barnes, on behalf of the Chamber, is setting up the first social media campaign for the Tourism Commission this year. She is working with Ashley Kix (WJVL radio personality and popular content creator).
  - b. Events: Colette reported that the Ice Age Trail designation through Evansville would be announced soon.
  - c. Other: The group discussed micro grants to local tourism-related activities.
9. Upcoming events with tourism potential:
  - a. EUM – check schedule at <https://evansvilleundergroundmusic.org/calendar/>
  - b. High School Musical Disney's Beauty & The Beast April 21-23
  - c. Cruise Night May 4
  - d. Chamber Spring Fling & Open House May 4
  - e. Art Crawl May 12
  - f. Youth Center Kickball event May 21
  - g. Memorial Day Recognition May 29
  - h. Cruise Night June 1
  - i. Grove Society Museum opens June 3
  - j. Music on the Side June 14
  - k. Library Ice Cream Social June 30
  - l. July 4 Festival July 1-4
  - m. July 4 Fun Run/Walk
  - n. Cruise Night July 6

- o. Music on the Side July 12
- p. Cruise Night Aug. 3
- q. City Wide Garage Sales Aug. 4-5
- r. Music on the Side Aug. 9
- s. Evansville Night Out Aug. 10
- t. History in the Park Aug. 27
- u. Cruise Night Sept. 7
- v. Just Desserts Sept. 11
- w. Ladies Night Out TBD
- x. CreekFest / Baker Mfg Celebration Sept. 16

Next meeting dates are June 8 and August 10.

10. Motion to adjourn by Ben Corridon, seconded by Abbey Barnes, at 7:45 p.m.