

## MINUTES

### Evansville Tourism Commission Thursday, June 8, 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, Jenny Wiedel and Sue Berg. Excused: Raj Patel. Guest Colette Spranger.
3. Motion to approve the agenda made by Jim Brooks, seconded by Ben Corridon. Motion carried.
4. Motion to waive the reading of the minutes from April 13, 2023, and approve them as printed made by Jenny Wiedel, seconded by Jim Brooks. Motion carried.
5. Citizen appearances: None.
6. Tourism Commission updates: none to report.
7. Old Business
  - a. Brochure distribution and inventory management: Sue Berg has been in touch with the contractor for distribution and an updated distribution list. The list will be sent to Shawn and the Chamber, too.
  - b. City web pages for tourism: Colette Spranger mentioned that a City employee will be in touch for events updates to add to the web pages.
  - c. Downtown flowers: Flowers were late starters this year. The baskets are now hanging from the lamp posts.
  - d. Mural #2 update: The artist has power washed the wall in preparation for painting.
  - e. 2023 Walking Tour Guidebook: Sue Berg reported that the guidebook is approaching final stages of editing.
  - f. *Our Wisconsin* magazine ad: *Our Wisconsin* magazine published the Evansville tourism ad on page 54 of the June / July 2023 issue. The third and final ad is scheduled for the August / September issue.
8. New Business
  - a. Tourism support for local lodging/retail/restaurants
    1. Photography:
      - a. Bryon Hobbs, a photographer from Madison, submitted 5 photos from the Art Crawl.
      - b. The group decided to sponsor a Facebook "Faces of Fourth of July" contest to generate tourism photos. To encourage participation, prizes of \$75, \$50 and \$25 were offered for photos receiving the most likes. Shawn agreed to coordinate the contest.
    2. Social media:
      - a. Abbey Barnes reported statistics from the social media video produced and shared on social media by Ashley Kix (WJVL radio personality and popular content creator): Instagram 9079 views, 84 shares; Facebook 18,994 views, 117 shares.
      - b. Shawn Dunphy reported that the Chamber established an Instagram account.
  - b. Events: Colette Spranger reported that members of the Ice Age Trail Alliance are seeking volunteers to help blaze the Ice Age Trail through Evansville July 26.
  - c. Lamp post banners: The group discussed the condition of current banners on downtown lamp posts and will explore options.
9. Upcoming events with tourism potential:
  - a. EUM – check schedule at <https://evansvilleundergroundmusic.org/calendar/>
  - b. Music on the Side June 14
  - c. Library Ice Cream Social June 30
  - d. July 4 Festival July 1-4
  - e. July 4 Fun Run/Walk

- f. Cruise Night July 6
- g. Music on the Side July 12
- h. Cruise Night Aug. 3
- i. City Wide Garage Sales Aug. 4-5
- j. Music on the Side Aug. 9
- k. Evansville Night Out Aug. 10
- l. Chamber Golf Outing Aug. 24
- m. History in the Park Aug. 27
- n. Cruise Night Sept. 7
- o. Youth Center Kickball Event Sept. 9
- p. Just Desserts Sept. 11
- q. Ladies Night Out Sept. 15
- r. CreekFest / Baker Mfg Celebration Sept. 16
- s. Vintage Shop Hop Oct. 6-7
- t. Olde Fashioned Christmas Nov. 17-18
- u. 39<sup>th</sup> Craft Fair Dec. 2

Next meeting dates are August 10 and October 12.

10. Motion to adjourn by Ben Corridon, seconded by Abbey Barnes, at 7:40 p.m.