

MINUTES

Evansville Tourism Commission Thursday, October 12, 2023 At Creekside Place, 102 Maple Street

1. Call to order at 6:31pm.
2. Roll call: Abbey Barnes, Jim Brooks, Ben Corridon, Shawn Dunphy, Raj Patel, Jenny Weidel, Sue Berg (chair). Guest: Brandon Rutz
3. Motion to approve the agenda made by Jim Brooks, seconded by Raj Patel. Motion carried.
4. Motion to waive the reading of the minutes from August 10, 2023, and approve them as printed made by Raj Patel, seconded by Jim Brooks. Motion carried.
5. Citizen appearances: None.
6. Tourism Commission updates: Due to a change in moving plans, Jim Brooks is staying in Evansville, and will continue as a member of the Tourism Commission.
7. Old Business
 - a. Brochure distribution and inventory management: No update.
 - b. City web pages for tourism update: Ben Corridon and Jim Brooks stated that the City is aware that the web site needs improvement and is considering making an investment to have the work done.
 - c. Downtown flowers: Baskets have been removed for the season.
 - d. Mural #2 update: In the last two to three weeks, the mural has acquired a great deal more detail. Muralist Annie Larson reported to Mural Chairperson Nancy Nelson that she intends to complete the mural by the end of October.
 - e. 2023 Walking Tour Guide Book: The book is in the soft proof stage with the printer.
8. New Business
 - a. 2024 Budget Update: Jim Brooks reported that there were no concerns from City committees about the proposed budget from Tourism Commission. Final approval awaits from Common Council.
 - b. Rock County Tourism Guide: Sue Berg has been in touch with the new publisher. One large task is to collect 2024 dates and descriptions for Evansville events. The narrative has already been updated to include mention of the Ice Age Trail.
 - c. Lamp post banners research: No updates.
 - d. Mural #3: Sue Berg reported that Nancy Nelson agreed to lead development of the next mural. Discussion included potential mural sites and the possibility of doing one large mural and one smaller mural at the same time.
 - e. Business Summit Oct. 13: Sue Berg reported that Tourism Commission is providing some support for the Evansville Business Summit.
 - f. Tourism support for local lodging/retail/restaurants
 - i. Photography needs: No updates.
 - ii. Social media campaigns: The next and last campaign of the 2023 year will focus on Olde Fashioned Christmas. For 2024, the group discussed ways to increase the effectiveness of social media for Evansville promotions.
9. Activities with Tourism Potential
 - a. EUM – check schedule at <https://evansvilleundergroundmusic.org/calendar/>
 - b. Evansville Night Out Aug. 10

- c. Corn Roast honoring EMS Aug. 20
 - d. Chamber Golf Outing Aug. 24
 - e. History in the Park Aug. 27
 - f. Cruise Night Sept. 7
 - g. Just Desserts Sept. 11
 - h. Ladies Night Out Sept. 15
 - i. Creekfest / Baker Celebration Sept. 16
 - j. Vintage Shop Hop Oct. 6-7
 - k. Business Summit Oct. 13
 - l. Olde Fashioned Christmas Nov. 17-18
 - m. 39th Craft Fair Dec. 2
 - n. 150th anniversary of the fire department in 2024
10. Next meeting dates are December 14 and February 8
11. Motion to adjourn made by Raj Patel, seconded by Ben Corridon, at 7:40pm.