

MINUTES

Evansville Tourism Commission Thursday, December 14, 2023 At Creekside Place, 102 Maple Street

1. Call to order at 7:09pm
2. Roll call: Abbey Barnes, Jim Brooks, Ben Corridon, Shawn Dunphy, Raj Patel, Jenny Weidel, Sue Berg (chair). 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 October 12, 2023, and approve them as printed made by Jim Brooks, seconded by Ben Corridon. Motion carried.
5. Citizen appearances: none.
6. Tourism Commission updates: none.
7. Old Business
 - a. Brochure distribution and inventory management update: The new walking tour handbooks were distributed to approximately 50 places in Evansville.
 - b. City web pages for tourism update: The city web site has a new URL, <https://evansvillewi.gov/>. Colette reported that the PDF for the historic buildings walking tour handbook will be posted. Sue will send a general sample itinerary to Colette.
 - c. Downtown flowers: no updates.
 - d. Mural #2 update: The season has ended any further work on the circus mural. The artist has stored the paint and will resume work in the spring. General comments are enthusiastic about the mural.
 - e. 2023 Walking Tour Guide Book update: The book is printed with inventory stored at City Hall. Distribution occurred just prior to Olde Fashioned Christmas.
 - f. Rock County Tourism Guide update: the publisher received all materials (narrative, photos and calendar of events). Shawn inquired about correcting the address for Just Beyond the Willow, and Sue will follow up.
 - g. Oct. 13 Business Summit feedback: Attendance and general comments were good. Another one is planned for 2024 to focus on jobs. Shawn posted the event on social media and it had 6000 views, considerably more than expected.
 - h. Olde Fashioned Christmas feedback: Attendance was perceived to be better than 2022. General comments were good. Police assistance was great, with barricade in particular. About 200 children visited with Santa, and the fire department ensured that every child waiting for a ride in the fire truck had a ride. Abbey reported that Ashley Kix was on site, recorded several activities and produced two social media videos for next year's use.
 - i. Lamp post banners research: Colette reported consensus was to acquire 2 styles of new banners and not 4 styles. Current banners are deteriorating, and it was not known if they could be cleaned. Colette will share updates at the next Tourism Commission meeting.
8. New Business
 - a. Motion to recommend to Council certain waivers of street closing fees for promoted events: Jim Brooks moved that the Tourism Commission recommend to Council to waive all but \$25 of the street closing fee for events supported by Tourism funding. Ben Corridon seconded. Discussion addressed costs for street

closings and impact of the new larger fee on budgets for events designed to attract people and dollars to Evansville. Motion passed unanimously.

- b. Mural #3: No updates on initiating mural #3 or the potential for initiating #4 at the same time. Mural #1, however, needs to be removed from the existing location because the building has been sold and the buyer has other plans for the site. Sue is working with the City and Nancy Nelson to address removal and relocation of Mural #1.
- c. Tourism promotional campaigns:
 - i. Social media: Sue received two proposals from agencies that work on promotional campaigns through social media. Neither proposal addressed the identified needs and both were rejected. Shawn will work on social media campaigns in 2024 with assistance from Sue.
 - ii. Another brochure: Colette introduced a topic that could become a 4th brochure: what makes Evansville weird / unique / unusual. More information will be collected.
 - iii. Shawn announced that the Chamber's annual golf outing has moved from August to June 21.
 - iv. Jim Brooks announced that bands have been booked for the Lake Leota Fourth of July festival.
 - v. Jenny announced that the date for Creekfest will be Sept. 21.

9. Activities with Tourism Potential

- a. EUM – check schedule at <https://evansvilleundergroundmusic.org/calendar/>
- b. Chocolate Extravaganza Feb. 10
- c. Super Bowl Feb. 11
- d. Vintage Shop Hop March 1-2
- e. FFA Farm Toy Show March 3
- f. Cruise Night May 2
- g. Art Crawl May 10

10. Next meeting dates are February 8, 2024, and April 11, 2024

11. Motion to adjourn at 8:30pm by Abbey Barnes and seconded by Ben Corridon. Motion carried.