

MINUTES

Evansville Tourism Commission Thursday, April 11, 2024 At Creekside Place, 102 Maple St.

1. Call to order at 6:32pm
2. Roll call: Abbey Barnes, Jim Brooks, Shawn Dunphy, Raj Patel, Jenny Weidel, Sue Berg (chair). Absent: Ben Corridon. Guests: Quinn Brooks-Ward and Colette Spranger.
3. Motion to approve the agenda made by Jim Brooks, seconded by Abbey Barnes. Motion carried.
4. Motion to waive the reading of the minutes from March 7, 2024, and approve them as printed made by Jim Brooks, seconded by Jenny Weidel. Motion carried.
5. Citizen appearances: None.
6. Tourism Commission updates: Sue Berg presented a Certificate of Appreciation to Raj Patel for his service on the Evansville Tourism Commission since Feb. 2, 2016.
7. Old Business
 - a. Brochure distribution and inventory management update: Supplies are depleted for the city brochure, and an updated version will be developed this year. The walking tour handbook is well received. The barn quilt brochure may be updated in the next year or two.
 - b. City web pages for tourism update: Colette Spranger reported other technology issues are taking precedence. Shawn Dunphy shared that the Chamber website needed a refresher, and that she would bring information to the next Tourism Meeting about a destination marketing firm specializing in web sites and social media.
 - c. Downtown flowers: Municipal Services is managing the project now.
 - d. Murals #1 and #2 update: Sue Berg reported that Mural #1 is in storage. Nancy Nelson will ask the artist about touchups. The new location is on the outside wall of Weirde Thrift. Colette Spranger will coordinate with the city for installation. Mural #2 is in progress. Shawn Dunphy and Nancy Nelson have been in contact with the artist about completing the mural for the Art Crawl May 10.
 - e. Lamp post banners research: Abbey Barnes reported on the need to replace deteriorating downtown lamppost banners. The issue is greater than just banners. Abbey met with Shawn Dunphy and Scott Kriebs (Municipal Services) as an ad hoc committee to develop a plan that addresses lampposts, adding or repairing bracket holders, and selecting new banners. The committee is collecting more information and at the next Tourism meeting, recommendations will be offered.
8. New Business
 - a. Mural #3: The theme for mural #3 will focus on the Ice Age Trail. Creekside Place will be the host site for the mural, which will be painted on panels and displayed on the exterior south wall. Jenny Weidel and Nancy Nelson are working together to recruit an artist for the mural. Sue Berg reviewed funding.
 - b. Tourism promotional campaigns:
 - i. Social media: Shawn Dunphy recommended a social media plan that will promote local businesses by leveraging the Art Crawl event May 10. The campaign is anticipated to launch May 1.

- ii. New event: Shawn Dunphy shared that the Chamber is exploring a new event to occur monthly to attract people to the downtown area. Details need to be worked out.
 - iii. Bike the Barns: Sue Berg and Shawn Dunphy displayed the ad for Our Wisconsin magazine that promotes both Bike the Barns and Evansville. The ad was created by the design team that works with Tess Romanski at CSA, the sponsor of the event.
 - iv. Sue Berg will work with City Hall to ensure distribution of grants. Receiving funds for promotional efforts to bring people to Evansville are Evansville Underground Music, the Chamber for Art Crawl, and Creekside Place for Cruise Nights.
 - c. City Brochure: Jim Brooks and Quinn Brooks-Ward will work on updating the narrative. Raj Patel recommended researching brochure delivery companies to ensure distribution to visitor centers and nearby Chamber offices.
- 9. Activities with Tourism Potential
 - a. EUM – check schedule at <https://evansvilleundergroundmusic.org/calendar/>
 - b. Shrek the Musical April 19-21
 - c. Cruise Night May 2
 - d. Art Crawl May 10
 - e. Memorial Day Recognition
 - f. Cruise Night June 6
 - g. Chamber Golf Outing June 21
 - h. Library Ice Cream Social June 28
 - i. Lake Leota 4th of July July 4-7
- 10. Next meeting dates are June 13 and August 8, 2024.
- 11. Motion to adjourn at 8:19pm by Abbey Barnes and seconded by Raj Patel. Motion carried.