

MINUTES

Evansville Tourism Commission Thursday, October 10, 2024 At Creekside Place, 102 Maple St.

1. Call to order at 6:40pm.
2. Roll call: Abbey Barnes, Shawn Dunphy, Sue Berg (chair). Excused: Ben Corridon. Guests: Colette Spranger and Jason Sergeant.
3. Motion to approve the agenda made by Abbey Barnes, seconded by Shawn Dunphy. Motion carried.
4. Motion to waive the reading of the minutes from August 8, 2024, and approve them as printed made by Shawn Dunphy, seconded by Abbey Barnes. Motion carried.
5. Citizen appearances: None.
6. Tourism Commission updates: Shirley Pate from Creekside Place has withdrawn from the Tourism Commission for an unknown period of time. An invitation to a local lodging owner / manager and to local food establishment proprietors will be extended by Colette Spranger on behalf of the Tourism Commission.
7. Old Business
 - a. Brochure inventory management update: No report.
 - b. Murals #1 and #2 update: Sue Berg reported that Ladies Night Out included recognition via postcard handout and treats for the completed circus mural. Mural #1 has been moved to a new storage area where touch-up painting can be completed. A new site for display has been identified and discussions are continuing with the building owner and contractors who can mount the display.
 - c. 2025 Budget update: The Economic Development Committee supported the proposed tourism budget. Final approval comes from the Common Council at the November meeting. No difficulties are anticipated.
 - d. Rock County Tourism Guide update: A slightly updated narrative has been submitted to the publisher. A contractor is diligently at work collecting calendar and event information.
 - e. Lamp post banners update: Tabled for next meeting.
8. New Business
 - a. Public art development discussion: Advisory and financial support for public art was discussed in general. The group determined that the current structure and process works well.
 - b. Mural #3: Sue Berg will approach three building owners who expressed interest in developing a mural to determine level of commitment for 2025.
 - c. Web site development: Shawn Dunphy will assist in contacting Signalfire for an updated proposal.
 - d. Tourism promotional campaigns: Social media campaigns have been adjusted in placement and approach for better results. A mini-video campaign by Ashley Kix will be used to promote Olde Fashioned Christmas this year.
9. Activities with Tourism Potential
 - a. Vintage Shop Hop October 4-5
 - b. Creekside Place Health Fair October 16
 - c. Merchant Trick or Treat October 26
 - d. Olde Fashioned Christmas November 22-23
 - e. Library Pie Sale November 27
 - f. Small Business Saturday November 30

- g. 40th craft fair December 7
 - h. Ecumenical Choir Concert December 8
10. Next meeting dates are December 12, 2024, and February 13, 2025
11. Motion to adjourn at 7:40pm by Abbey Barnes, seconded by Shawn Dunphy.