

## **MINUTES**

### **Evansville Tourism Commission Thursday, December 12, 2024 At Creekside Place, 102 Maple St.**

1. Call to order at 6:36pm.
2. Roll call: Abbey Barnes, Ben Corridon, Shawn Dunphy, Sue Berg (chair). Excused: Jim Brooks, Lindsey Kennedy, Shirley Pate.
3. Motion to approve the agenda made by Ben Corridon, seconded by Shawn Dunphy. Motion carried.
4. Motion to waive the reading of the minutes from October 10, 2024, and approve them as printed was made by Ben Corridon, seconded by Shawn Dunphy. Motion carried.
5. Citizen appearances: None.
6. Tourism Commission updates: Lindsey Kennedy has accepted the invitation to join the Tourism Commission and plans to attend the next meeting.
7. Old Business
  - a. Mural #1: Sue Berg reported that a touch-up artist is needed for spot-work on the five portraits.
  - b. Mural #2 artist recognition: The circus mural and artist will be recognized with a reception in late winter or early spring. Shawn Dunphy noted that Annie Larsen, the artist, has a presentation about the mural and circuses that could be shared at the reception. Sue Berg will work with Creekside Place as the host site.
  - c. 2025 Budget update: The budget was approved by the Common Council.
  - d. Rock County Tourism Guide update: The calendar of events was reviewed, updated and submitted to the publisher.
  - e. Lamp post banners update: Abbey Barnes worked with Ruth Ann Montgomery to compile a list of key people in Evansville's history, plus historic photographs. Shawn Dunphy will approach a vendor for estimates to produce new banners.
8. New Business
  - a. Mural #3: Abbey Barnes recommended an artist and a theme; a building site has been identified. Sue Berg will send a template for an art proposal, and Abbey will discuss details with the artist.
  - b. Web site development: A local web site developer expressed interest in the project and presented an acceptable proposal. Ben Corridon arranged to have the proposal and contract reviewed by a member of city administration.
  - c. Tourism promotional campaigns: Shawn Dunphy reported high numbers for Evansville with 27,000 views of the Olde Fashioned Christmas promotional video by Ashley Kix. The group discussed options for 2025 promotional campaigns.
9. Activities with Tourism Potential
  - a. Chamber Bowling Tournament February 7-8
  - b. Chocolate Extravaganza February 8
  - c. FFA Farm Toy Show March 2
  - d. Vintage Shop Hop March 7-8
  - e. Matilda the Musical April 11-13
  - f. Cruise Night May 1
  - g. Art Crawl May 9
10. Next meeting dates are February 13 and April 10, 2025.
11. Motion to adjourn at 7:57pm by Ben Corridon, seconded by Abbey Barnes.