

MINUTES

Evansville Tourism Commission Thursday, April 10, 2025 At Creekside Place, 102 Maple St.

1. Call to order at 6:33pm.
2. Roll call: Abbey Barnes, Shawn Dunphy, Lindsey Kennedy, Sue Berg (chair). Also present: city liaison Colette Spranger and guests James Richter and Brandi Vanfossen. Excused: Jim Brooks, Ben Corridon.
3. Motion to approve the agenda made by Lindsey Kennedy, seconded by Shawn Dunphy. Motion carried.
4. Motion to waive the reading of the minutes from February 13, 2025, and approve them as printed was made by Abbey Barnes, seconded by Shawn Dunphy. Motion carried.
5. Citizen appearances: None.
6. Tourism Commission updates: Brandi Vanfossen will be joining the Tourism Commission as the representative from Creekside Place. She was warmly welcomed and invited to introduce herself.
7. Old Business
 - a. Mural #3: Guest Jim Richter presented his concept for a mural for the building at 26 W. Main. The mural features a well-known era in the building's history when it was the Rex Theater, a popular movie house. Lindsey Kennedy moved, Abbey Barnes seconded, approval of the mural concept. The motion carried.
 - b. Mural #2: Sue Berg reported that the reception honoring muralist Annie Larson for the Circus Mural was a success. The reception was hosted April 3, 2025, at Creekside Place with 60-70 people attending. Annie Larson and historian Ruth Ann Montgomery were guest speakers.
 - c. Mural #1: A high school student artist will work on touchups to the 5 portraits that make up the mural. Nancy Nelson is coordinating the art work and Sue Berg is collaborating with local volunteers to display the portrait-mural.
 - d. Website update: The basic structure and elementary content are in place. The web address is VisitEvansvilleWI.com.
 - e. Lamp post banners: Shawn Dunphy reported that the canvas banners with the logo were ordered. Abbey Barnes reported that she worked with Scott Kriebs, municipal services director, to assess existing lamp post brackets for condition and replacement, if needed. The vinyl banners with historical images will be ordered later.
 - f. The new Rock County Tourism Guide is available online at <https://www.rockcounty.org/Portals/0/documents/rock-county-guide-2025.pdf>
8. New Business
 - a. Tourism promotional/social media campaigns: Discussion covered several themes
 - i. Exploring another social media campaign with influencer Ashley Kix
 - ii. Leveraging the development of mural #3 with the Art Crawl May 9
 - iii. Touting Evansville's new, official designation as an Ice Age Trail CommunityDiscussion included:
 - iv. Colette Spranger presented information about the 1939 mural backdrop painted by Ethel Gibbs and used with the pageant celebrating Evansville's 100th anniversary

- v. Shawn Dunphy shared an inquiry / invitation from Discover Wisconsin about producing another segment about Evansville

9. Activities with Tourism Potential

- a. Matilda the Musical April 11-13
- b. Cruise Night May 1
- c. Art Crawl May 9
- d. AARP Community Walk May 24
- e. Memorial Day Recognition Parade and Rally in the Alley May 26
- f. Cruise Night June 5
- g. Grove Society Museum Opens June 7
- h. Rock County Dairy Breakfast on the Farm June 7 (Templetons)
- i. Strawberry Shortcake Festival June 13
- j. Ice Cream Social June 27
- k. Cruise Night July 10
- l. Lake Leota Fourth of July Festival July 4-6

10. Next meeting dates are June 12 and August 14, 2025

11. Motion to adjourn at 8:10pm by Shawn Dunphy, seconded by Lindsey Kennedy.
Motion passed.