

## MINUTES

### Evansville Tourism Commission Thursday, February 12, 2026 At Creekside Place, 102 Maple St.

1. Call to order at 6:33pm.
2. Roll call: Shawn Dunphy, Kelly Shannon, Sue Berg (chair); Excused: Abbey Barnes, Jim Brooks, Lindsey Kennedy, Brandi Vanfossen. Guest: Kris Thome, The Grove Society.
3. Motion to approve the agenda by Kelly Shannon, seconded by Shawn Dunphy. Motion carried.
4. Motion to waive the reading of the minutes from December 11, 2025, and approve them as printed by Kelly Shannon, seconded by Shawn Dunphy. Motion carried.
5. Citizen appearances: none other than on the agenda.
6. Tourism Commission updates: none.
7. Old Business
  - a. Mural #3 update: Upon completion of the Rex Theater Mural, the Tourism Commission will plan a reception for the artist.
  - b. Mural #1 update: No updates to report.
  - c. Website: VisitEvansvilleWI.com: The group discussed developing additional content for the web site. Shawn Dunphy will contact an independent contractor for possible interest. Shawn also reported that web site visits trended downward somewhat, which was expected during the holidays.
  - d. Rock County tourism magazine: <https://www.rockcounty.org/Portals/0/documents/2026-rcg-digital-version.pdf>
8. New Business
  - a. Tourism promotional /social media campaigns: The group briefly reviewed the social media plan and budget for 2026. Sue Berg reported on a conversation with Living Local, a company that specializes in community web sites with an event / activity focus. Shawn Dunphy reported that an Ice Age Trail Hike will occur April 25 with 55 participants, and organizers are offering opportunities for Evansville businesses to have a presence. The attractive new lamppost banners are in place and the group discussed creating some promotional materials about the banners and the historical leaders featured on them. Shawn will approach a contractor to develop a news release for starters.
  - b. Potential mural: Discussion identified a salon business interested in developing a mural, and possible themes.
  - c. Grove Society update: Kris Thome gave an enthusiastic update of activities and plans including an increase in museum visitors in 2025, successful holiday display inside the building, a Bucky Badger Watch Party February 22 to view the new Wisconsin PBS program that includes a feature with Evansville native Babe Spencer, expanding permanent museum exhibits, developing an outdoor exhibit of water pumps, creating events to commemorate the nation's 250<sup>th</sup> anniversary, organizing the annual History in the Park event for August 23, and organizing and moving the date for the historic home tour to September 19. The Society is actively working on collaborative and cross-promotional relationships.
  - d. Fourth of July Festival: Key features of this annual event may be taken over by individuals and groups; the previous organizer—Evansville Community Partnership—has dissolved. One group proposes to manage the parade; an individual is interested in managing the music groups; the car show is self managed.
9. Activities with Tourism Potential
  - a. Evansville Underground Music – check calendar <https://evansvilleundergroundmusic.org/calendar/>

- b. Concerts on Allen Creek  
<https://www.facebook.com/allencreekcoffeehouse>
- c. Hop Garden music  
<https://www.facebook.com/HopGardenEvansville>
- d. Evansville Jays Hometown Baseball League <https://www.facebook.com/EvansvilleJays>
- e. Chocolate Extravaganza Feb. 21
- f. Bucky Badger Watch Party Feb. 22
- g. FFA Farm Toy Show March 1
- h. Vintage Shop Hop March 6-7
- i. Hop Garden Winter Games March 7
- j. Creekside Casino Night March 14
- k. EHS High School Musical April 17-19
- l. Creekside Indoor Garage Sale April 17-19
- m. Ice Age Trail Hike April 25
- n. Creekside Cruise Night May 7
- o. Art Crawl May 8
- p. History in the Park August 23
- q. Historic Home Tour September 19

10. Next meeting dates April 9 and June 11, 2026

11. Motion to adjourn at 7:52pm by Shawn Dunphy, seconded by Kelly Shannon. Motion carried.