

**CITY OF COLUMBUS
TOURISM COMMISSION**

DATE: Monday June 7, 2021
TIME: 6:30 P.M.
LOCATION: COLUMBUS CITY HALL 105 N DICKASON BLVD COUNCIL CHAMBERS

MINUTES

- 1.) CALL TO ORDER – Meeting was called to order at 6:31 PM
- 2.) ROLL CALL – Milburn, McCabe, Arnold, Walker, Wolf and Walcott were present. Schreiber staffed the meeting.
- 3.) NOTICE OF PUBLIC MEETING – Meeting was noticed in accordance with state and local laws
- 4.) NOMINATE AND TAKE ACTION ON CHAIRPERSON FOR TOURISM COMMISSION – Motion by Arnold, second by McCabe to nominate John Walcott as the chairperson for the Tourism Commission. Motion passed 6-0.
- 5.) APPROVE AGENDA – Motion by McCabe, second by Arnold to approve the Agenda as presented. Motion passed 6-0.
- 6.) APPROVE MINUTES – Motion by Milburn, second by McCabe to approve the March 22, 2021 minutes as presented.
- 7.) CITIZEN COMMENTS – None were received
- 8.) TOURISM COMMISSION FINANCIAL REPORT – Staff provided an overview on the financial report.
- 9.) MEDIA COORDINATOR REPORT – No Media Coordinator report was given due to the vacancy of the media coordinator position.
- 10.) NEW BUSINESS:
 - a. Review and take potential action on the Event Application for the 4th of July Committee– Staff provided an overview of the application from the 4th of July Committee. The Commission discussed the application and identified Print, Social Media and Digital Advertising as the activities that would be supported. Motion by Milburn, second by McCabe to approve \$2,000 of event funding to the 4th of July Committee for Print, Social Media and Digital Advertising as outline in their application. Motion passed 6-0.
 - b. Review and Take Potential Action on the Calendar Update for the Visit Columbus WI website – Staff reviewed the options for an online events calendar on the Tourism Website. This would have a wider reach than the current calendar on the tourism website. Staffed reviewed two potential options for a calendar, City Spark and Spingo. Staff noted they preferred City Spark because the website maintenance was easier to use. Motion by McCabe and a second by wolf to allow staff to evaluate both calendars and authorizes staff to enter into a contract for the calendar if the costs are less than a \$500 one-time implementation fee and the annual maintenance costs are less than \$500. Motion passed 6-0.
 - c. Discuss and take potential action on the Renewal Proposal for Charter Spectrum Marketing Campaign. - Staff notified the Commission that the marketing campaign with Charter Spectrum was coming to an end and was inquiring if we wanted to renew the

campaign. Staff noted that the campaign was effective however their isn't sufficient room in the budget to continue the campaign. Motion by Wolf, second by Arnold to discontinue the campaign and revisit the topic in 3 months. Motion passed 5-1 with Walcott in opposition.

11.) OLD BUSINESS:

- a. Update on the Electric Vehicle Charging Station Project - Staff provided an update to the Tourism Commission with the latest information from Council and the CDA.
- b. Review and take potential action regarding the Wayfinding Sign Project - Staff noted that the price changed with the increasing costs of materials. Motion by Wolf, second by Arnold to proceed with the new pricing. Motion passed 6-0.

12.) ADJOURN – Motion by McCabe, second by Wolf to adjourn at 8:44 PM.