

NOTICE

A meeting of the **Evansville Tourism Commission** will be held on the date, time and place stated below. Notice is further given that members of the City Council may be in attendance.

Evansville Tourism Commission

Thursday, February 10, 2022, 6:30 PM

Virtual Meeting via Google Meet: <https://meet.google.com/ibx-hten-pbo>

1. Call to order
2. Roll call
3. Motion to approve agenda
4. Motion to waive the reading of the minutes from December 9, 2021, and approve them as printed.
5. Citizen appearances
6. Tourism Commission updates (placeholder)
7. Old Business
 - a. Brochure distribution and inventory management (placeholder)
 - b. City web pages for tourism (placeholder)
 - c. Downtown flowers (placeholder)
 - d. Mural committee update
 - e. Holiday lights update
8. New Business
 - a. Promotional Support Opportunities (placeholder)
 - b. Tourism support for local lodging/retail/restaurants
 - c. 2022 Walking Tour Guide Book
9. Tourism activities
 - a. Chocolate Extravaganza Feb. 12
 - b. Chili Cookoff Feb. 26
 - c. Vintage Shop Hop March 4-5
 - d. FFA Farm Toy Show March 6
 - e. SpongeBob Square Pants: The Broadway Musical April 22-24
 - f. Cruise Night May 5
 - g. Art Crawl May 6
10. Next meeting dates are April 14 and June 9
11. Motion to adjourn

MINUTES

Evansville Tourism Commission Thursday, December 9, 2021 Creekside Place, 102 Maple Street, Evansville, WI And Virtual Meeting via Google Meet

1. Call to order at 6:39 p.m.
2. Roll call: Abbey Barnes, Dianne Duggan, Nancy Nelson, Raj Patel, Christina Slaback, and Sue Berg. Absent: Jim Brooks Guest: Collette Spranger
3. Motion to approve the agenda made by Abbey Barnes, seconded by Nancy Nelson. Motion carried.
4. Motion to waive the reading of the minutes from October 14, 2021, and approve them as printed. Christina Slaback moved, Nancy Nelson seconded. Motion carried.
5. Citizen appearances: None.
6. Tourism Commission: Sue Berg gave a brief refresher about the composition of the Tourism Commission. Members were asked to recommend others who might have an interest in serving.
7. Old Business
 - a. Brochure distribution and inventory management: The last brochure distribution of the season occurred just prior to Olde Fashioned Christmas. Colette Spranger shared that walking tour brochures are depleted; a box and a half exists of Discover Evansville brochures, and one box exists of Barn Quilt brochures.
 - b. City web pages for tourism: Colette Spranger will be trained to take over management of the city's web site.
 - c. Downtown flowers: No update.
 - d. Mural committee: Nancy Nelson reported that The Evansville Fund awarded a \$3000 grant to the project. Colette Spranger, representing the sign committee, had earlier reviewed the mural design and acknowledged no issues with the proposed mural. Sue Berg has been in touch with Historic Preservation about attending a future meeting. Sue also reviewed the essential parameters for participating murals and artists: murals must relate to Evansville, designs must be reviewed and "vetted" by the Tourism Commission, and building owners need to address historic preservation / mural application / longevity concerns. Bill Lathrop from Evansville Today wrote a feature article about the project. Lacy Shotliff, the local artist creating the mural, has a side project creating a separate mural that is not part of the Tourism Mural Project. She also is collaborating with Nancy on publicity and promotion ideas to stimulate ongoing interest.
 - e. Holiday lights update: Sue Berg reported that The Evansville Fund awarded a \$4000 grant to support the acquisition of holiday lights. Anecdotally, feedback has been enthusiastic and excited about the new lights.
8. New Business
 - a. Promotional Support:
 - i. Evansville Underground Music welcomed support from the Tourism Commission. Abbey Barnes is following up with them.
 - b. Tourism support for local lodging/retail/restaurants: The final social media campaign for 2021 generated 180,000-plus reaches and 16,000 interactions. The group discussed plans for 2022 campaigns.
9. Tourism activities
 - a. Chocolate Extravaganza Feb. 12
 - b. Chili Cookoff Feb. 26
 - c. Vintage Shop Hop March 4-5
 - d. FFA Farm Toy Show March 6

- e. SpongeBob Square Pants: The Broadway Musical April 22-24
 - f. Cruise Night May 5
 - g. Art Crawl May 6
10. Next meeting dates are February 10 and April 14.
11. Motion to adjourn by Raj Patel, seconded by Dianne Duggan, at 7:57 p.m.