

## MINUTES

### Evansville Tourism Commission Thursday, February 9, 2023 At Creekside Place, 102 Maple Street

1. Call to order at 6:35 p.m.
2. Roll call: Abbey Barnes, Jim Brooks, Ben Corridon, Raj Patel, Jenny Wiedel and Sue Berg.
3. Motion to approve the agenda made by Jim Brooks, seconded by Ben Corridon. Motion carried.
4. Motion to waive the reading of the minutes from December 8, 2022, and approve them as printed made by Ben Corridon, seconded by Jim Brooks. Motion carried.
5. Citizen appearances: None.
6. Tourism Commission updates: Sue Berg welcomed Jenny Wiedel to the Tourism Commission.
7. Old Business
  - a. Brochure distribution and inventory management: Sue Berg will approach a contractor to distribute the new barn quilt brochures.
  - b. City web pages for tourism: no updates.
  - c. Downtown flowers: Jim Brooks that 2023 flowers will be similar to 2022.
  - d. Mural #2 update: The artist proposed adding an interactive element to the design. Balloons will be painted on the wall and people can pose as if holding the balloons. Nancy Nelson, chairperson of the ad hoc mural committee, sent a recommendation to Sue Berg in favor of the addition. A motion to approve the design was made by Jim Brooks, and seconded by Abbey Barnes. After discussion, motion carried.
  - e. 2022 Walking Tour Guidebook: still in progress.
  - f. Barn Quilt Brochure: the existing brochure was edited slightly, reprinted and delivered to City Hall late in December.
8. New Business
  - a. Tourism support for local lodging/retail/restaurants
    1. Sue Berg proposed placing a series of three ads in Our Wisconsin magazine to promote Evansville as a destination. The magazine will design the ads using content sent by the Tourism Commission. A motion to approve placing ads in a series of three Our Wisconsin magazines was made by Ben Corridon, and seconded by Raj Patel. Motion carried.
    2. Three social media campaigns to attract interest in lodging, shopping and dining in Evansville are scheduled for 2023. The campaigns will be coordinated by a contractor.
  - b. Events

Jenny Wiedel reported that CreekFest will be Sept. 16, 2023. Cruise Nights will be hosted again from May to September.
  - c. Other: The group discussed photography needs and themes for social media campaigns.
9. Tourism activities
  - a. Chocolate Extravaganza Feb. 11
  - b. 8-pin Bowling Tournament Feb. 17-18
  - c. Vintage Shop Hop March 3-4
  - d. Farm Toy Show March 5
  - e. SouperHeros Cook-off March 18
  - f. High School Musical Disney's Beauty & The Beast April 21-23
  - g. Art Crawl May 12
10. Next meeting dates are April 13 and June 8.
11. Motion to adjourn by Ben Corridon, seconded by Raj Patel, at 7:48 p.m.