

MINUTES

Evansville Tourism Commission Thursday, August 10, 2023 At Creekside Place, 102 Maple Street

1. Call to order at 6:31pm.
2. Roll call: Abbey Barnes, Jim Brooks, Ben Corridon, Shawn Dunphy, Raj Patel, Jenny Weidel, Sue Berg (chair). Guest: Colette Spranger.
3. Motion to approve the agenda made by Ben Corridon, seconded by Jim Brooks. Motion carried.
4. Motion to waive the reading of the minutes from June 8, 2023, and approve them as printed made by Ben Corridon, seconded by Abbey Barnes. Motion carried.
5. Citizen appearances: None.
6. Tourism Commission updates: Jim Brooks announced that he will be moving to Iowa, and anticipates submitting his formal resignation around mid-September. As executive director of Evansville Community Partnership, he informed the group that ECP will cease to exist which impacts several tourism-related events and activities. In brief:
 - a. Chili Cook-Off may be continued by Creekside Place; discussions are in progress
 - b. Downtown flowers will be maintained by Municipal Services with Tourism continuing to purchase plants and liners
 - c. 4th of July festival is in limbo. No organization or individual has been found to take over leadership of this multi-day event.
 - d. Just Desserts volunteer award program is in limbo. Discussions are in place with a local nonprofit to continue the program.
7. Old Business
 - a. Brochure distribution and inventory management update: The contractor delivered brochures and provided an updated distribution list.
 - b. City web pages for tourism update: Sue Berg sent calendar and contact information to Elle Natrop and Colette Spranger.
 - c. Downtown flowers: Doing well.
 - d. Mural #2 update: Muralist Annie Larson is making progress with painting the wall.
 - e. 2023 Walking Tour Guide Book: The book is with the contractor to implement all the changes on the pages. Estimates to print have been received.
 - f. Faces of the Fourth report: About a dozen photos were submitted.
 - g. Ice Age Trail report: Shawn Dunphy and Colette Spranger participated in the “blaze the trail” event in Evansville. Posts were marked to show the Ice Age Trail route through the community.
 - h. Our Wisconsin ad: the third and final ad is in the August/September issue.
8. New Business
 - a. 2024 Budget: Sue Berg presented a draft for the 2024 budget, and provided information about the status of the 2023 budget for comparison. Extensive discussion followed with each line item reviewed closely. Most line items were adjusted. Jim Brooks moved that a 2024 budget of \$35,940 for the Evansville Tourism Commission be presented to the Economic Development Committee. Ben Corridon seconded. Motion carried unanimously.
 - b. Lamp post banners research: Colette Spranger reported about banner styles and quantity. Jim Brooks suggested determining if any existing banners were in

good enough condition that they could be retained as backup replacements in the future.

- c. Tourism support for local lodging/retail/restaurants
 - i. Photography needs
 - ii. Social media campaigns
- 9. Activities with Tourism Potential
 - a. EUM – check schedule at <https://evansvilleundergroundmusic.org/calendar/>
 - b. Evansville Night Out Aug. 10
 - c. Corn Roast honoring EMS Aug. 20
 - d. Chamber Golf Outing Aug. 24
 - e. History in the Park Aug. 27
 - f. Cruise Night Sept. 7
 - g. Just Desserts Sept. 11
 - h. Ladies Night Out Sept. 15
 - i. Creekfest / Baker Celebration Sept. 16
 - j. Vintage Shop Hop Oct. 6-7
 - k. Business Summit Oct. 13
 - l. Olde Fashioned Christmas Nov. 17-18
 - m. 39th Craft Fair Dec. 2
- 10. Next meeting dates are October 12 and December 14. With the departure of Jim Brooks prior to the October 12 meeting, a surprise Certificate of Appreciation was presented to Jim on behalf of the Tourism Commission by Sue Berg.
- 11. Motion to adjourn made by Jim Brooks, seconded by Ben Corridon, at 7:50pm.