

MINUTES

Evansville Tourism Commission Thursday, June 11, 2026 At Creekside Place, 102 Maple Street

1. Call to order at 6:30pm
2. Roll call: Jim Brooks, Shawn Dunphy, Kelly Shannon, Kris Thome, Sue Berg (chair). Excused: Shawn Dunphy, Lindsey Kennedy, Brandi Vanfossen. Also present: Paul Liesse
3. Motion to approve the agenda made by Jim Brooks, seconded by Kris Thome. Motion to amend the agenda by changing item 9r to state “History in the Park August 16” made by Kris Thome, seconded by Sue Berg. Amended motion carried.
4. Motion to waive the reading of the minutes from April 9, 2026, and approve them as printed was made by Jim Brooks, seconded by Kelly Shannon. Motion carried.
5. Citizen appearances: None.
6. Tourism Commission updates: Sue Berg welcomed Kris Thome, on behalf of The Grove Society, as a new member of the Tourism Commission. The resolution that established the Tourism Commission was amended at City Council to add The Grove Society and remove Evansville Community Partnership, which has ceased to exist.
7. Old Business
 - a. Mural #3 update: Sue Berg read an update from Jim Richter, mural artist, stating his next steps and potential timeline for touchups and seal coat to the Rex Theater Mural.
 - b. Mural #1 update: Sue Berg reported that the installation of the 5 Ladies was complete on Lake Ridge Bank and well received. Wisconsin State Journal featured the murals and Evansville in its May 19, 2026, edition.
 - c. Website: VisitEvansvilleWI.com: Paul Liesse gave a performance report on the website. In the last three months—March, April and May—the most popular item was the Evansville Aquatic Center.
8. New Business
 - a. Tourism promotional /social media campaigns
 - i. History in the Park: Kris Thome reported the date changed from August 23 to August 16. One of the key speakers had a scheduling conflict. The program will focus on several historical individuals featured on the new downtown banners with the intent to have descendants / family members share stories.
 - ii. Historic Home Tour: Kris Thome gave an update on the September 19 tour. The goal is to feature five historic homes, and several owners have already agreed. The Grove Society is now recruiting docents.
 - iii. Sue Berg recommended another public art campaign. A separate committee will be convened to evaluate the idea.
 - b. Fourth of July Festival: Kelly Shannon reported that a schedule for the 3-day festival was recently published and shared through social media. Kris Thome confirmed that the Declaration of Independence will be read in a dynamic presentation at noon July 4, and a group of 15 readers have already met to rehearse.
9. Activities with Tourism Potential
 - a. Events page (managed by Chamber of Commerce & Tourism)
<https://www.facebook.com/evansvillewievents>
 - b. Evansville Underground Music – check calendar
<https://evansvilleundergroundmusic.org/calendar/> and
<https://www.facebook.com/groups/2442819112656816/events>
 - c. Concerts on Allen Creek
<https://www.facebook.com/allencreekcoffeehouse>

- d. Hop Garden music
<https://www.facebook.com/HopGardenEvansville>
 - e. Evansville Jays Hometown Baseball League <https://www.facebook.com/EvansvilleJays>
 - f. Creekside Cruise Night June 4
 - g. Creekside Food Truck Night June 10
 - h. Annual Chamber Golf Outing June 19
 - i. FEFPL Ice Cream Social June 26
 - j. A Lake Leota Fourth of July - July 3-5
 - k. Fun Run July 4
 - l. Creekside Cruise Night July 9
 - m. Creekside Food Truck Night July 15
 - n. Creekside Cruise Night August 6
 - o. City-wide Garage Sale Days August 7-8
 - p. Creekside Food Truck Night August 12
 - q. Evansville Night Out August 13
 - r. History in the Park August 16
 - s. Creekside Outdoor Movie Night August 28
 - t. Creekside Cruise Night September 3
 - u. Historic Home Tour September 19
10. Next meeting dates are August 13 and October 8, 2026
11. Motion to adjourn made by Kris Thome and seconded by Kelly Shannon at 7:10pm. Motion carried.