



CITY OF **M**ILTON  
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**AGENDA**

**City of Milton**

**Tourism Development Committee**

**Thursday, March 31, 2016**

**8:15 a.m.**

**MILTON CITY HALL**

**Conference Room**

**710 S. Janesville Street**

1. Call to order
2. Approve Agenda
3. Approve Minutes – February 25, 2016
4. Discussion and possible action on Spectrum Reach community television commercial and digital advertising
5. Discussion and possible action on CSI Media tourism guide
6. Discussion and possible action on Roger Brooks International Webinars
7. General Items
8. Set Next Meeting Date – April 21, 2016
9. Motion to Adjourn

\*\*Please note that upon reasonable notice, at least 48 hours in advance, efforts will be made to accommodate the needs to disabled individuals through appropriate aids and services. For additional information to request this service, please contact the City Clerk's office at 868-6900, 710 S. Janesville Street, Milton, WI 53563.

Notice is hereby given that a majority of the Common Council may be present at this meeting at the above mentioned date and time to gather information about a subject over which they have decision-making responsibility. This constitutes a meeting of the City Council pursuant to State ex rel. Badke v. Greendale Village Bd., 173 Wis. 2d 553, 494 N.W. 2d 408 (1993) and must be noticed as such, although the City Council will not take any formal action at this meeting.

Posted by: Elena Hilby  
03/23/16

Tourism Development Committee Mission Statement: "The mission of the City of Milton Tourism Development Committee is to promote and improve the City's image as a great place to visit, to attract increased numbers of travelers, and to increase tourist spending in Milton."

**City of Milton  
Tourism Development Committee  
February 25, 2016**

**Call to order**

City Administrator Al Hulick called the February 25, 2016 meeting of the Tourism Development Committee to order at approximately 8:32 a.m.

Present: Ald. Lynda Clark, Tony Astin, Tami Dosch, Cori Olson, Gail Nordlof, and Beth Drew.

Also present: Ald. Nancy Lader, MACC Executive Director Dani Stivarius, City Administrator Al Hulick, and Assistant to the City Administrator Inga Cushman.

**Approve Agenda**

B. Drew motioned to approve the agenda. T. Astin seconded, and the motion carried.

**Approve Minutes – January 28, 2016**

Ald. Clark motioned to approve the minutes. B. Drew seconded, and the motion carried.

**Discussion and possible action on Spectrum Reach community television commercial**

Assistant Cushman said she had no updates at this time, and that she will contact Becky Baker with Spectrum Reach to see if there are any updates or action items the committee needs to take at a future meeting.

**Discussion and possible action on including a Milton Community Calendar of Events with the March Utility Bills**

Assistant Cushman created a draft calendar which was included with the packet. The committee made some suggestions on other events to include, and the document will be revised accordingly prior to being printed and included with the March Utility Bills.

**Discussion and possible action on a theme for the 2016 4<sup>th</sup> of July Parade**

D. Stivarius said a suggestion from last year was “Moments in Time.” B. Drew motioned to approve the 2016 4<sup>th</sup> of July Parade theme as “Moments in Time.” Ald. Clark seconded, and the motion carried.

**General Items**

Assistant Cushman stated that D. Stivarius provided her with some information from CSI Media about developing a tourism guide for the City that CSI Media would distribute. The committee asked that this item be on the next agenda and that D. Stivarius invite CSI Media to attend the meeting.

D. Stivarius provided an update to the committee on Wally Fest, which will be held June 10 and 11, 2016.

C. Olson provided an update on Civil War Living History Days.

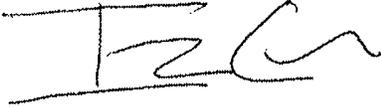
**Set Next Meeting Date - March 24, 2016**

The next meeting of the Tourism Development Committee will take place on March 31, 2016 at 8:15 a.m. This date deviates from the regular schedule of the fourth Thursday of the month.

**Motion to Adjourn**

B. Drew motioned to adjourn the February 25, 2016 meeting of the Tourism Development Committee at approximately 9:05 a.m. G. Nordlof seconded, and the motion carried.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read 'I. Cushman', written over a horizontal line.

Inga Cushman  
Assistant to the City Administrator



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## Roger's Webinars

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**Roger's webinars are an affordable way to educate your community on proven rules and ingredients that lead to tourism, marketing, and downtown success.**



### How to Successfully Sell Tourism

Rent for 1 week - \$40

Presented February 10, 2016

In this presentation we provide you with the tools, facts and figures you need to successfully sell tourism to your funders. Unfortunately, tourism is often seen as a “non” economic development activity, when in fact, it’s the front door to ALL of your economic development efforts. We even provide you with an actual Keynote or PowerPoint presentation you can customize to your situation so you can effectively sell the importance of tourism and your efforts to those who ultimately provide your funding.



### Show Me The Money! Finding funding for events, marketing & product development

Rent for 1 week - \$40

Presented March 9, 2016

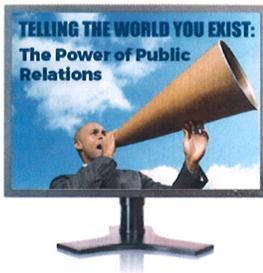
It always comes down to money. It’s sad but true. In this workshop we’ll share ways to uncover pots of funding to help produce events, marketing, and product development initiatives. We talk about civic crowdfunding, sponsorships, grants, foundations, hidden local resources, and other possible funding sources. Don’t miss this one!



### Economic Impact: Downtowns & Tourism

[Details & Registration](#)**April 13, 2016 - 8:30am Pacific**

Once you get the funding you need to be successful, you need to follow that up with ways to show the economic impact of your efforts. We'll show you how to determine the positive impact of your work and what's in it for the organization(s) that provide your funding. We'll look at ways to calculate your effectiveness and how important both downtowns and tourism are to each other in creating an outstanding destination – for both local residents and visitors.



### **Telling the World You Exist: The Power of Public Relations**

[Details & Registration](#)**May 18, 2016 - 8:30am Pacific**

The most powerful marketing on the planet is done through public relations. In this fast paced, exciting webinar we will show you how to effectively create a PR campaign. We'll cover the tools you need (and how to develop them), the creation of an online Press Room, and how to get publishers, television producers, and writers to make you the next poster child for travel and lifestyle publications, television shows, and other media outlets. After all, for every dollar you spend on public relations, you'll see a \$3 return in "earned media." We'll explain it all. It's my personal favorite subject.



### **Engaging Consumers is the Road to Destination Marketing Success**

[Details & Registration](#)**June 15, 2016 - 8:30am Pacific**

Our guest destination marketing master, William Bakker with Destination Think!, will join us to showcase examples of campaigns that use consumer engagement as the core of their promotional strategy. We will show some great case studies that include social media, word-of-mouth and content marketing as an integrated approach to effectively marketing great destinations. You'll get examples, key insights, and will learn what works and what doesn't. And you'll see three to four actual campaigns and the results of those. Amazing!

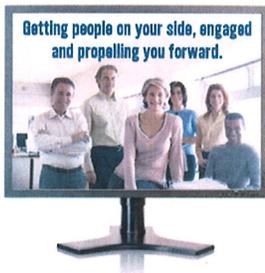


## The Rewards and Pitfalls of Branding

[Details & Registration](#)

**July 20, 2016 - 8:30am Pacific**

Perhaps the most misunderstood topic in business and marketing, branding is both a nightmare and a Godsend. In this fast-paced workshop, which includes three case histories, you'll actually meet several champions who have lived the experience. They will be on the call to answer your questions in the most interactive workshop we've produced. You'll see the brand, what they've done, the rewards, successes, heartaches, and hear their first-hand accounts about the branding process.



## Getting People On Your Side, Engaged and Propelling You Forward

[Details & Registration](#)

**August 10, 2016 - 8:30am Pacific**

Getting local residents and stakeholders to understand what you do and what's in it for them is a major challenge. You're not alone! In this workshop you'll learn how to win them over, help them become pied pipers and strong champions for all that you do. A great workshop for city leaders, tourism and economic development professionals and downtown organizations, you'll see and learn from what others in your situation have done to achieve great success with strong local and regional support.



### The Ultimate Customer Service Program: Fast and Easy

[Details & Registration](#)

**September 14, 2016 - 8:30am Pacific**

We've got the answer on how to establish a program, on a minuscule budget, and have it be exceptionally effective over the long haul. After all, marketing will get customers to you once, but customer service can bring them back time and again. This is the simple program that works and is timeless. If you own or manage a business, or are marketing a community, this workshop is for you AND your staff. Don't miss it!



### How the Smart Destinations Are Getting Ahead with Offensive and Defensive Tourism

[Details & Registration](#)

**October 26, 2016 - 8:30am Pacific**

This month Doug Lansky, author and travel writer, will be joining Roger. Doug will present the best practices of forward-thinking destinations from around the world. With more destinations than ever competing for visitors -- often the same visitors -- it's crucial to figure out your strongest niche, develop it, and "defend" your offering with great service and infrastructure. Doug will provide fresh concepts and perspectives that will help you rethink the way you market and develop your destination.



### The Fastest, Easiest & Most Affordable Way to Bring Customers Back

[Details & Registration](#)**November 16, 2016 - 8:30am Pacific**

Your marketing efforts can bring in new customers once, but will it bring them back? It's far easier and much less expensive to retain customers than to always fight for new ones. So what can you do to bring them back, without spamming them, time and again? In this workshop you'll learn the ten things you can do, for very little money, that

## Search



## Follow Roger!



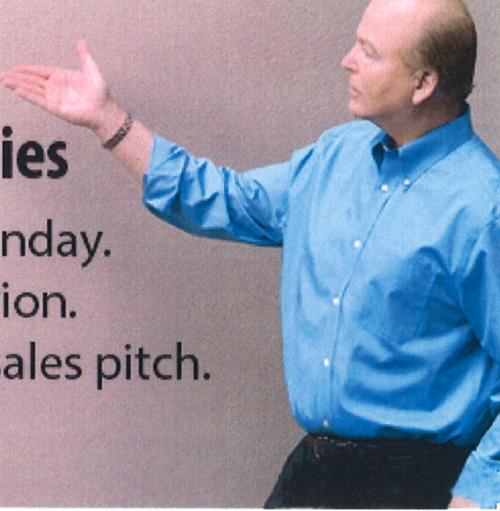
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- Great content. No sales pitch.

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