

CITY OF **M**ILTON  
a community since 1838

**AGENDA**

**City of Milton**

**Tourism Development Committee**

**Tuesday, April 19, 2016**

**8:30 a.m.**

**MILTON CITY HALL**

**Conference Room**

**710 S. Janesville Street**

1. Call to order
2. Approve Agenda
3. Approve Minutes – March 31, 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
9. Motion to Adjourn

\*\*Please note that upon reasonable notice, at least 48 hours in advance, efforts will be made to accommodate the needs of 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  
04/15/16

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  
March 31, 2016**

**Call to order**

City Administrator Al Hulick called the March 31, 2016 meeting of the Tourism Development Committee to order at approximately 8:35 a.m.

Present: Tony Astin, Cori Olson, Gail Nordlof, and Beth Drew.

Also present: Nicole Bowen, Becky Baker, Dean Blaser, 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 – February 25, 2016**

B. Drew motioned to approve the minutes. G. Nordlof seconded, and the motion carried.

**Discussion and possible action on CSI Media tourism guide**

B. Drew motioned to request a proposal from CSI Media for a brochure size tourism guide with an annual printing of 5,000 and a distribution list. C. Olson seconded, and the motion carried.

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

G. Nordlof motioned to approve the scripts for Civil War Living History Days and the Glacial River Trail presented by D. Blaser from Spectrum Reach with the suggested changes. C. Olson seconded, and the motion carried.

B. Baker stated she will work with staff at Spectrum Reach on developing the digital advertising and bring them back for approval at the next meeting.

**Discussion and possible action on Roger Brooks International Webinars**

The committee would like to view the webinars, and staff will work on signing up for the webinars.

**General Items**

D. Stivarius and C. Olson provided an update on Wally's Fest.

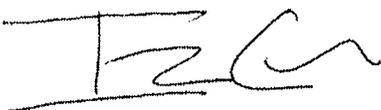
**Set Next Meeting Date – April 19, 2016**

The next meeting of the Tourism Development Committee will take place on April 19, 2016 at 8:30 a.m.

**Motion to Adjourn**

G. Nordlof motioned to adjourn the March 31, 2016 meeting of the Tourism Development Committee at approximately 9:39 a.m. C. Olson seconded, and the motion carried.

Respectfully Submitted,



Inga Cushman  
Assistant to the City Administrator

## Inga Cushman

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**From:** Nicole Bowen <nbowen@communityshoppers.com>  
**Sent:** Tuesday, April 05, 2016 4:37 PM  
**To:** Inga Cushman  
**Cc:** Dani Staverius  
**Subject:** FW: Milton\_2017\_Brochure\_Map  
**Attachments:** Milton\_2017\_Brochure\_Map.pdf

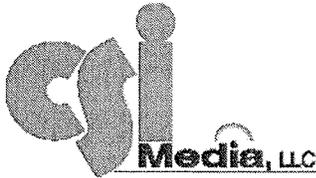
Good afternoon Inga,

I have attached a proposal for CSI to produce the 2017 Milton Brochure (not sure what you wanted to call it). I have a timeline in there with a target distribution of 12/17/16 so that you have them ready for 2017. This date can change either sooner or out later if you choose but the soonest we can get this done would be late October. Let me know what your thoughts are and any questions you have. Once you have signed this we will produce a sales flyer and get to work.

As for the distribution list you are going to want to keep in mind hotels, travel bureau's, rest areas, other chambers, advertisers, camp grounds and anything else that may have a lot of foot traffic or attract visitors. Some ideas are

Grand Geneva  
Lake Lawn  
The Abby Resort  
The Ramada  
Walworth County Visitors Bureau  
Lake Geneva Chamber  
Burlington Chamber  
Rock County Visitors Bureau  
Delavan Chamber  
Beloit Chamber  
Forward Janesville  
Super 8  
Golf courses  
Bus stations

Thanks,  
Nicole Bowen  
Janesville Messenger's Marketing Consultant  
**CSI Media LLC**  
**Phone 262-427-2137 Fax 262-728-5479**  
[www.communityshoppers.com](http://www.communityshoppers.com)  
2006-2007, 2007-2008, 2008-2009  
Cvc Gold Standard Award Winning Publication



April 5, 2016

Inga Cushman  
Tourism Development Committee  
710 Janesville St.  
Milton, WI 53563

Dear Inga:

Thank you for the opportunity to present a proposal for publishing the Milton Brochure.

As you may know, we have significant successful experience with helping local Chambers of Commerce and other business groups publish their magazines. Some of our projects include published pieces for chambers in Delavan, Elkhorn, Burlington, East Troy, Twin Lakes and Whitewater.

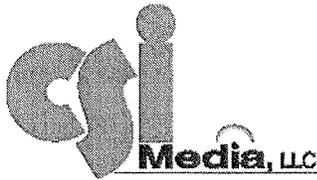
We are proposing that CSI Media, LLC, manage all aspects of this project except for non-advertising content and photos. Nicole Bowen and I will lead this project for you and will be joined by a very strong team of experienced media consultants and creative designers. Nicole was our Media Consultant of the Month in March 2016—you're getting a very strong performer to help you with this important project.

On behalf of the entire CSI Team, I appreciate this opportunity and I look forward to working with you.

Sincerely,

A handwritten signature in black ink that reads 'Heidi Springer'. The signature is written in a cursive style with a long horizontal line extending to the right.

Heidi Springer  
Advertising Sales Manager  
P: 262-728-3424 ext 101  
E: [hspringer@communityshoppers.com](mailto:hspringer@communityshoppers.com)



## **Proposed Plan for Milton's Tourism Development Committee**

Submitted by Heidi Springer and Nicole Bowen

### **Objectives:**

The objectives for this partnership include the following:

- Publish a very high quality resource for the Milton Area community
- Strengthen relationships even further with participating businesses
- Provide potential for a revenue-sharing opportunity

### **Plan:**

Nicole Bowen and Heidi Springer of CSI Media, LLC will work with Inga Cushman and her team to establish a timeline with assignments and completion dates. The timeline will include the following\*:

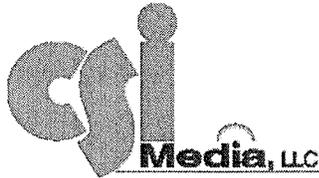
- Announcement letter by MTDC (Inga)
- Sales presentations by Nicole Bowen and other CSI media consultants (Nicole, Heidi)
- Advertising deadline for ads –October 18, 2016 (Nicole)
- Photos deadline – October 12, 2016 (Inga)
- Other non-advertising content deadline – October 17, 2016 (Inga)
- Layout of section completed – October 19, 2016 (CSI Prepress Dept.)
- Advertising proofs out – October 25, 2016 (Heidi)
- Advertising proof return deadline – October 28, 2016 (Nicole)
- Magazine proof to MTDC – November 2, 2016 (Nicole)
- Magazine proof corrections marked – November 7, 2016 (Inga)
- Magazine proof corrections performed by CSI (Heidi)
- Final proof of magazine to MTDC November 10, 2016 (Nicole)
- If necessary, final magazine proof corrections marked – November 14, 2016 (Inga)
- If necessary, final magazine proof corrections performed by CSI (Nicole)
- Printed pieces delivered – by December 18, 2016 (Nicole, Heidi)

\*This timeline subject to adjustments as necessary as details are finalized.

### **Advertising Rates:**

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120 Wright St., P.O. Box 367 • Delavan, WI 53115-0367 • (262) 728-3424 • FAX (262) 728-5479  
Publications: Janesville Messenger, Walworth County Shopper Advertiser/Walworth County Sunday, Weekender and Stateline News  
[www.communityshoppers.com](http://www.communityshoppers.com)



<u>Size</u>	<u>Price</u>
Back Cover	\$1094
Page 3/Inside Back/front	\$1019
Full Page	\$864
Half Page	\$509
Quarter Page	\$209

**Revenue Sharing:**

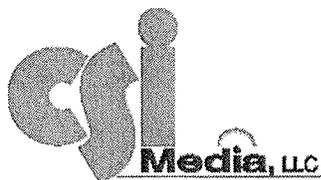
CSI will return 10% of revenue collected within 90 days of billing to MTDC for the 2017 Milton Brochure. Target revenue for the 22 page map/brochure is \$8,500.

**Production Details:**

The following details are proposed:

- 22 pages, all glossy
- 2 page fold-out map on front cover
- Magazine to have approximately 50% advertising and 50% non-advertising content
- Quantity: 5,000 copies
- Size: 4" x 9"
- Bindery: Saddle stitch and trim
- Color: Process available on all pages
- Packaging: Conveniently placed in manageable-sized boxes
- Delivery: Delivered to Milton Area Chamber of Commerce and to other locations designated by Milton's Tourism Development Committee
- E-edition for Chamber's uses (provided as .pdf file, Additional Investment of \$6/page)

Please check if MACC would like an E-Edition to use for their own purposes at \$6/page additional investment.



I agree to the terms of this proposal:

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Inga Cushman

Date

---

Nicole Bowen

Date

---

Heidi Springer

Date

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120 Wright St., P.O. Box 367 • Delavan, WI 53115-0367 • (262) 728-3424 • FAX (262) 728-5479

Publications: Janesville Messenger, Walworth County Shopper Advertiser/Walworth County Sunday, Weekender and Stateline News

[www.communityshoppers.com](http://www.communityshoppers.com)



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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.

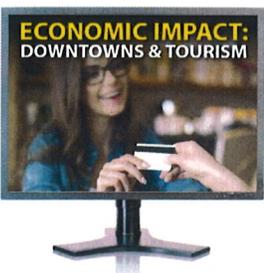


### Show Me The Money! Finding funding for events, marketing & product development

Rent for 1 week - \$40

Presented March 9, 2016

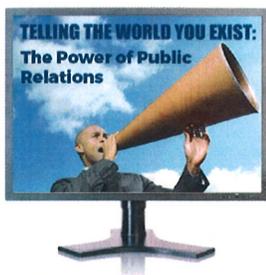
It always comes down to money. It’s sad but true. In this workshop we’ll share ways to uncover pots of funding to help produce events, marketing, and product development initiatives. We talk about civic crowdfunding, sponsorships, grants, foundations, hidden local resources, and other possible funding 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!

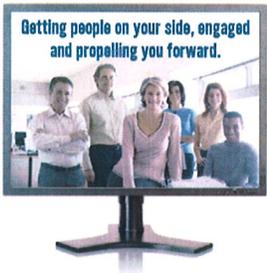


## The Rewards and Pitfalls of Branding

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.

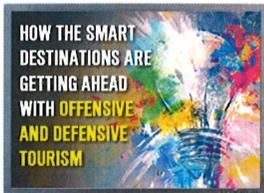


### The Ultimate Customer Service Program: Fast and Easy

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!



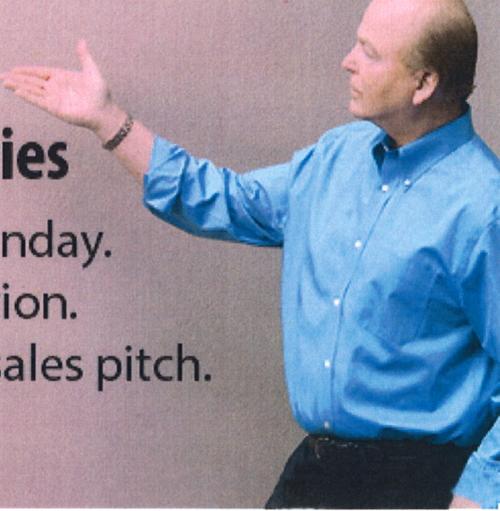
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- Great content. No sales pitch.

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