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**AGENDA**

**City of Milton**

**Tourism Development Committee**

**Thursday, June 30, 2016**

**8:30 a.m.**

**MILTON CITY HALL**

**Conference Room**

**710 S. Janesville Street**

1. Call to order
2. Approve Agenda
3. Approve Minutes – May 18, 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
  - a. City Map
6. General Items
7. Set Next Meeting Date
8. 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  
06/24/16

**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  
May 18, 2016**

**Call to order**

City Administrator Al Hulick called the May 18, 2016 meeting of the Tourism Development Committee to order at approximately 8:32 a.m.

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

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

**Approve Agenda**

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

**Approve Minutes – April 19, 2016**

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

**Webinar – “How to Successfully Sell Tourism”**

The committee viewed the webinar.

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

**a. City Map**

Assistant Cushman stated that Nicole Bowen from CSI Media requested edits to the map by the end of the month. The committee provided suggestions, and Assistant Cushman stated she would contact N. Bowen about making the changes.

**Discussion and possible action on payment of production costs for donut for Wally’s Fest commercial**

C. Olson motioned to pay the \$75 production cost for the “donut” for the television commercial for Wally’s Fest. B. Drew seconded, and the motion carried.

**General Items**

The committee received an update on Civil War Living History Days and discussed having a representative from the Wisconsin Department of Tourism attend a Tourism Development Committee meeting.

D. Stivarius also stated that the flower baskets will be up by the weekend and the planters in the downtowns should also be complete for the weekend.

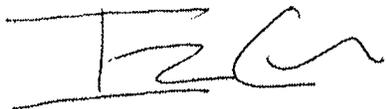
**Set Next Meeting Date**

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

**Motion to Adjourn**

B. Drew motioned to adjourn the May 18, 2016 meeting of the Tourism Development Committee at approximately 10:15 a.m. T. Astin 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