

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

**AGENDA**

**City of Milton  
Tourism Development Committee  
Thursday, September 29, 2016  
8:30 a.m.  
MILTON CITY HALL  
Conference Room  
710 S. Janesville Street**

1. Call to order
2. Approve Agenda
3. Approve Minutes – September 8, 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 the 2017 Rock County Tourism Guide
7. Discussion and possible action on the 2017 Tourism Budget
8. General Items
9. Set Next Meeting Date
10. 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  
09/23/16

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**  
**September 8, 2016**

**Call to order**

Assistant to the City Administrator Inga Cushman called the September 8, 2016 meeting of the Tourism Development Committee to order at approximately 8:34 a.m.

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

Also present: Dani Stivarius, Scott Maenner, Becky Baker, Kari Klebba, and Assistant to the City Administrator Inga Cushman.

**Approve Agenda**

Ald. Striegl motioned to approve the agenda. T. Astin seconded, and the motion carried.

**Approve Minutes – August 25, 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 and digital advertising**

B. Baker presented a recap on the performance of the advertising during 2016 and a media plan for 2017 for the committee to consider.

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

**a. Business Listing Categories**

The committee will wait to determine the categories for the business listing until the advertisements have sold.

**b. Photos for Guide**

The committee discussed using photos that are currently in the Spectrum Reach television ad to create some continuity in advertising.

**c. Editorial Text for Guide**

The committee discussed some ideas on items to include in the text, including a listing of the community parks.

The introductory letter to businesses will be sent on Wednesday, September 14, 2016. It will be sent by D. Stivarius through the Milton Area Chamber of Commerce and Assistant Cushman will send out the information through the Milton Matters blog, Facebook page, Twitter, and City's website.

**Discussion and possible action on the 2017 Rock County Tourism Guide**

C. Olson motioned to approve advertising in the 2017 Rock County Tourism Guide for \$760. G. Nordlof seconded, and the motion carried.

**Discussion and possible action on the 2017 Tourism Budget**

This item was tabled until the next meeting.

**General Items**

There were no general items.

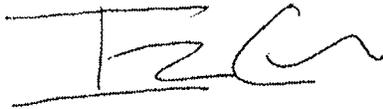
**Set Next Meeting Date**

The next meeting of the Tourism Development Committee will take place on September 29, 2016 at 8:30 a.m.

**Motion to Adjourn**

Ald. Clark motioned to adjourn the September 8, 2016 meeting of the Tourism Development Committee at approximately 10:00 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

# SOUTHERN WI/NORTHERN IL NETWORK GUIDE

## PREMIUM NETWORKS



## PREFERRED NETWORKS



## CHOICE NETWORKS



## SELECT NETWORKS



## CORE NETWORKS



Updated April 2015



## Community Events

April 22-24

Annual Friends of the Library Book Sale

May 21

Milton Historical Society's Annual Plant & Bake Sale

May 20-22

Civil War Living History Days

June 4

Citywide Rummage Sale

June 10-11

1st Annual Wally's Music Fest

July 1-4

Multi-Day 4th of July Celebration

July 14

Milton Historical Society Membership Picnic

August 21

MACC Chicken BBQ, Milton House Museum Arts & Crafts on the Lawn, Milton Fund Concert in the Park, Milton Lions Club Car Show.

September 17

Milton House Twilight Tours

October 9

Milton Fire Department Annual Pancake Breakfast

October 15

Annual Crossridge Park Prairie Seed Collection

December 2-4

December 2-4: Merry Milton Holiday Weekend with Milton's 14th Annual Christmas House Walk (Dec. 4th), Breakfast with Santa (December 3rd), Main Hall Nutcracker Exhibit (Dec. 3-4), and Hot Dogs with Santa (Dec. 4th)

See the Calendar of Events on pages 8-12 for more detailed information on Milton's Community Events.



## Milton *A Community Since 1838*

Settlers of Milton traveled from New York in the 1830s seeking a place of rich farm land, abundant water and potential for commerce. Those traveling to Milton, with a population of 5,660, find this heritage alive and well in the historic buildings of the **Milton House Historic Site**, **Milton College** and numerous grout buildings, all on the National Register of Historic Places.

Tour the National Historic Landmark **Milton House Museum**, an 1844 stagecoach inn and stop on the Underground Railroad. Travel through time as you pass through a hand dug tunnel where runaway slaves were harbored on their quest for freedom.

Spend the day browsing through the **Milton College Historic District**, where a former dormitory has transformed into a unique antique mall. **Main Hall Museum** captures the spirit of 138 years of Milton College history.

Traveling one mile west you will find the "Junction" that developed with the railroad during the late 1850s, thus giving Milton two distinct business districts that afford today's travelers the opportunity to experience a variety of specialty shopping.

Year-round recreational opportunities are plentiful in Milton. Hike, bike, or cross-country ski through Milton community parks or **Storr's Lake Nature Preserve**, utilizing the **Ice Age Trail**. Fish in any of the five lakes surrounding Milton.

Bring along your golf clubs, as Milton is a golfer's paradise. Oak Ridge Golf Course offers 27 holes of beautiful golf. **Lake Koshkonong** also offers a myriad of recreational activities. At more than 10,460 acres, its waters reach a maximum depth of 7 feet, making it a fisherman's haven. Warm weather means boating, fishing, water skiing, sailing, and other water sports. In the winter, enjoy snowmobiling, cross-country skiing, and ice fishing.

The Milton area offers outstanding camping. Five campgrounds are located within 3 miles of the city, and offer more than 1,000 campsites and a variety of recreational activities.

If you're longing to return to the days of hometown festivals, visit Milton during the days surrounding the Fourth of July. The area's largest display of fireworks, a one mile or 5k road race, parade, softball tournament, rides, and food and drink are waiting for you.

See pages 4-7 for more information on:

- The Milton House Museum Historic Site
- Milton College Historic District

## ~THE OLD JUNCTION MILL~

613 W. Madison Ave., Milton, WI [www.oldjunctionmill.com](http://www.oldjunctionmill.com)

### The Red Rooster Home Furnishings & Gifts

Come and enjoy a little nostalgia of Milton at The Red Rooster, located in The Old Junction Mill a beautifully renovated feed mill dating back to the 1850's.

Treat yourself to a hand-dipped ice cream cone.

Browse through the unique country gifts and home decor that The Red Rooster offers.

Tues.-Sat. 10-5, Sun. 12-4  
868-5555



LIVE LIFE. LOVE FASHION.

Tuesday 10 - 5  
Wed. & Thurs. 10 - 6  
Friday & Saturday 10 - 5  
Sunday 11 - 4  
608-868-1117



Join us on Facebook

### Peddler's Loft & Cellar

Peddler's Loft & Cellar, located on the upper and lower levels, features over 45+ local vendors showcasing their wares. From antiques to handcrafted jewelry, candles, cards, wood and repurposed items, collectibles and other one-of-a-kind items, there is something for everyone.

Tues.-Sat. 10-5, Sun. 12-4  
868-5555



The specialty shops at Old Junction Mill feature country gifts, treats, antiques, crafts, clothing and accessories.



The Gathering Place hosts a variety of events each year for the whole family to enjoy.

## Experience & Share

- Community Events
- Specialty Shopping
- Wine Tasting
- Fine Dining
- Challenging Golf
- Antiquing
- Four Lakes
- Scenic Hiking
- History Museums

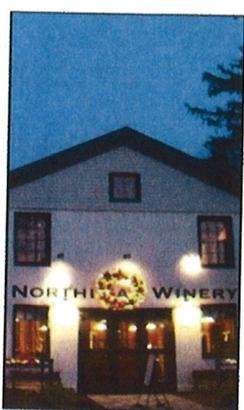


Award-winning Northleaf Winery offers complimentary wine tasting, and the Bistro & Market beckons foodies to enjoy!

On August 21, Milton will enthusiastically celebrate the Annual MACC Chicken BBQ, Milton House Museum Arts & Crafts on the Lawn, and the Milton Fund Concert in the Park. Come join the fun!

232 SOUTH JANESVILLE STREET MILTON WISCONSIN 53563 ~ 608-580-0575 ~ WWW.NORTHLEAFWINERY.COM

# NorthLeaf Winery



**WELCOME!**

WED-SAT 11-7 MUSIC ON FRI @ 7 SUN 11-5



The Wisconsin Ice Age Trail in Storr's Lake Nature Preserve offers excellent hiking, snowshoeing and x-country skiing.

## Bank of Milton

Your locally owned independent hometown bank.

- VISA
- Checking Accounts
- Debit Cards
- Internet Banking
- 24 Hour ATM
- Loans

### Convenient Hours:

Mon - Thurs 8:00 - 5:00  
 Fri 8:00 - 6:00 Sat 8:00 - Noon  
 323 Parkview Drive Milton

**608-868-7672**

www.bankofmilton.com



Enjoy a splash in the park, a splash near the boat or a splash from the past.

## Goodrich Hall Antiques & Home Decor

Located in Historic College District

- Furniture
- Collectibles
- Unique Home Decor



Providing Interior Decorating Service and Estate Sales

**HOURS**  
 Tues.-Sat. 10 to 5  
 Sun. 12 to 5

608-868-3651 501 College St. Milton, WI 53563

### Goodrich Antiques & Vintage Uniques

HOURS Thurs.-Sat. 10 to 5 & Sun. 12 to 5  
 608-868-3652 742E. Madison, Milton, WI



Take Exit 8 off the State Highway 26 Bypass to come to Milton.

Visit Us in Evansville Too!

## Dave's ACE Hardware



"Everything for your home, inside and out"

- 18,000 sq. ft. of quality hardware & paint
- Rental equipment • Propane Tanks Filled
- Open Daily 7:30 - 8 Sat 8 - 5 Sun 9 - 3
- 430 S. John Paul Rd. Milton

**868-2843**

www.davesace.com

### Milton Map

- 1 Bank of Milton
- 2 Dave's Ace Hardware
- 3 Goodrich Antiques & Uniques
- 4 Goodrich Hall Antiques
- 5 Hidden Valley RV Resort
- 6 MACC
- 7 Milton House Museum
- 8 Northleaf Winery-Bistro
- 9 Old Junction Mill

