

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

**AGENDA**  
**City of Milton**  
**Tourism Development Committee**  
**Tuesday, October 11, 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 29, 2016
4. Discussion and possible action on CSI Media tourism guide
  - a. Editorial Content
  - b. Photo Review
5. Discussion and possible action on the 2017 Rock County Tourism Guide
6. Discussion and possible action on online advertising for winter events
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 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  
10/07/16

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 29, 2016**

**Call to order**

Assistant to the City Administrator Inga Cushman called the September 29, 2016 meeting of the Tourism Development Committee to order at approximately 8:35 a.m.

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

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

**Approve Agenda**

T. Dosch motioned to approve the agenda. G. Nordlof seconded, and the motion carried.

**Approve Minutes – September 8, 2016**

Ald. Striegl motioned to approve the minutes. T. Dosch seconded, and the motion carried.

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

Ald. Clark motioned to utilize the photo of the rainbow and the Welcome to Milton sign taken by Aaron Lapointe for the cover of the 2017 Milton Tourism Guide. B. Drew seconded, and the motion carried.

S. Maenner provided an overview of deadlines and where advertising commitments stand.

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

The committee discussed possible photos for the fall / winter ad that Spectrum Reach will be developing.

Assistant Cushman reviewed the commercials that community nonprofits developed and utilized the City of Milton's purchased commercial time.

Ald. Clark motioned to direct Assistant Cushman to review and give approval for all commercials that the City of Milton pays to advertise through Spectrum Reach for Milton's nonprofit organizations. Ald. Dosch seconded, and the motion carried.

**2017 Rock County Tourism Guide**

This item was tabled until the next meeting.

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

T. Astin motioned to approve the 2017 Proposed Tourism Budget as follows:

- Request - \$5,000
  - Spectrum Reach Television Campaign - \$2,500

- Facebook Advertising Campaign - \$500
- Google Ad Word Advertising Campaign - \$500
- 2018 Rock County Guide Advertisement - \$760
- Other Potential Projects (Training, Cooperative Advertising, Research, etc.) - \$740

C. Olson seconded, and the motion carried.

**General Items**

Ald. Clark stated that The Gathering Place needs volunteers for their upcoming Pumpkin Fest on October 8, 2016.

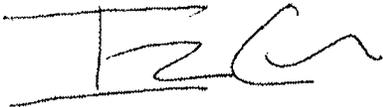
**Set Next Meeting Date**

The next meeting of the Tourism Development Committee will take place on October 11, 2016 at 8:30 a.m.

**Motion to Adjourn**

G. Nordlof motioned to adjourn the September 29, 2016 meeting of the Tourism Development Committee at approximately 10:00 a.m. Ald. Clark seconded, and the motion carried.

Respectfully Submitted,



Inga Cushman  
Assistant to the City Administrator



## 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

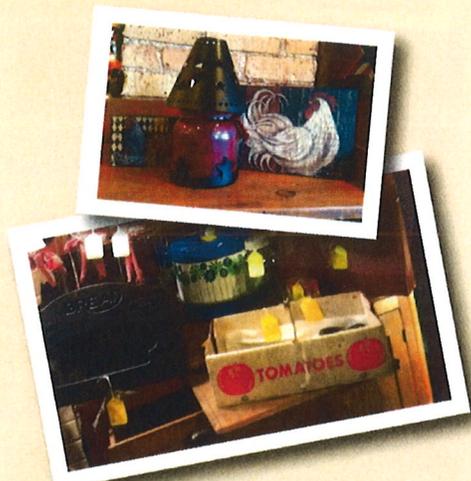
October 15

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.



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



# 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 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

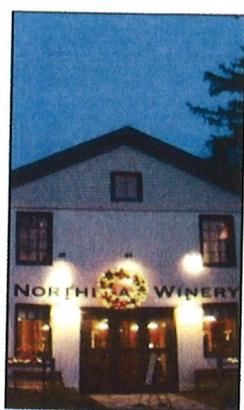


Award-winning Northleaf Winery offers complimentary wine tasting, and the Bistro & Market beckons foodies to enjoy!

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



MACC



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



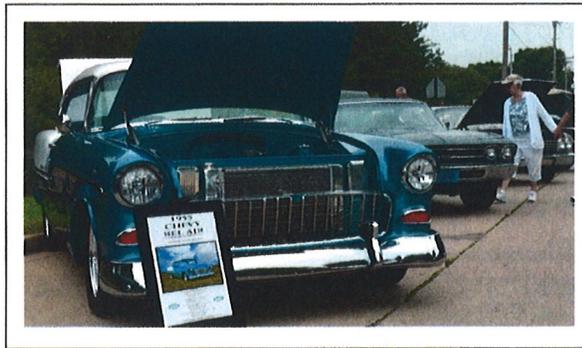
**HOURS**  
 Tues.-Sat. 10 to 5  
 Sun. 12 to 5

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



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## 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

