
CITY OF **M**ILTON
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AGENDA

City of Milton

Tourism Development Committee

Tuesday, November 15, 2016

8:30 a.m.

MILTON CITY HALL

Conference Room

710 S. Janesville Street

1. Call to order
2. Approve Agenda
3. Approve Minutes – October 27, 2016
4. Discussion and possible action on CSI Media tourism guide
5. Discussion and possible action on Spectrum Reach community television commercial channels for 2017
6. Discussion and possible action on the 2017 Rock County Tourism Guide
7. Discussion and possible action on online advertising for winter events
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
11/11/16

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
October 27, 2016

Call to order

City Administrator Al Hulick called the October 27, 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, Kari Klebba, and Beth Drew.

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

Approve Agenda

G. Nordlof motioned to approve the agenda. Ald. Striegl seconded, and the motion carried.

Approve Minutes – October 11, 2016

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

Discussion and possible action on CSI Media tourism guide

The committee discussed the progress on the CSI Media tourism guide. Assistant Cushman distributed the editorial content that has been developed up to the time of the meeting. She requested any changes be submitted to her by the end of the week.

Discussion and possible action on the 2017 Rock County Tourism Guide

The committee discussed photo and text edits. Assistant Cushman will send the edits to Bob Hackbarth who is developing the guide.

Discussion and possible action on online advertising for winter events

Ald Clark motioned to spend the remaining funds in the tourism budget for Facebook advertising for winter events in December and January with Assistant Cushman managing the development of the Facebook event and advertising with assistance from D. Stivarius. C. Olson seconded, and the motion carried.

General Items

D. Stivarius stated that updated copies of the city map are printed and ready for her to pick up to display in the tourism kiosks in the city. She suggested the City purchase plexi glass for the kiosks to protect the maps.

D. Stivarius reminded the committee that MACC's Malt & Hops event is on Saturday, October 29, 2016.

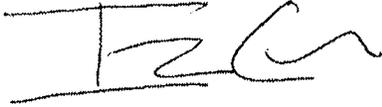
Set Next Meeting Date

The next meeting of the Tourism Development Committee will take place on November 15, 2016 at 8:30 a.m.

Motion to Adjourn

B. Drew motioned to adjourn the October 27, 2016 meeting of the Tourism Development Committee at approximately 9:04 a.m. C. Olson 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