

TOURISM COMMISSION

TUESDAY, MARCH 23, 2021 at 6:00 P.M.

EDGERTON CITY HALL
12 ALBION STREET
EDGERTON, WI

NOTE: PER EMERGENCY ORDER - FACE COVERINGS ARE REQUIRED

REMOTE PARTICIPATION: To participate or view the meeting, please select the link to the meeting listed on the **calendar events** on the City website's home page at www.cityofedgerton.com.

1. Call to Order; Roll Call.
2. Confirmation of appropriate meeting notice posted Friday, March 19, 2021.
3. Approve February 23, 2021 minutes.
4. Financial Report.
5. Discuss contract with the Janesville Area Convention and Visitors Bureau as the Tourism Entity.
6. Discuss the purchase of advertising services.
7. Develop Commission goals.
8. Set next meeting date, location and future agenda items.
9. Adjourn.

cc: Commission Members All Council Members Department Heads
City Engineer Newspapers

NOTICE: If a person with a disability requires that the meeting be accessible or that materials at the meeting be in an accessible format, call the City Administrator's office at least 6 hours prior to the meeting to request adequate accommodations. Telephone: 884-3341.

FEBRUARY 23, 2021
EDGERTON AREA TOURISM COMMISSION MINUTES

Theresa Johnson called the meeting to order at 6:00 p.m. Committee members present Andy Walton (remotely), Kim Olson, Theresa Johnson, Casey Langan (remotely), and Sagar Patel. Also present were City Administrator Ramona Flanigan, Mayor Christopher Lund, James Kapellen, and Christine Rebout (remotely).

Flanigan confirmed the meeting agendas were properly posted on Friday, February 19, 2021 at the Post Office, Edgerton Library, City Hall, Town of Fulton, and the Town of Albion.

MINUTES: An Olson/Patel motion to approve the January 26, 2021 minutes passed on a 5/0 roll call vote.

FINANCIAL REPORT:

A financial report was not available due to clerks being out of the office.

HEAR COMMENTS FROM CHRISTINE REBOUT WITH THE JANESVILLE AREA CONVENTION AND VISITOR'S BUREAU REGARDING TOURISM COMMISSION ACTIVITIES:

Christine Rebout stated that Janesville's tourism budget in 2019 was \$750,000. In 2020 they saw a 40% decrease and anticipate another decrease in 2021 compared to 2019.

The Janesville Area Convention and Visitors Bureau provides tourism marketing services for Milton. Milton does not have revenue from room tax so funding is split 50/50 with the City of Milton providing \$6,000 and Milton Chamber of Commerce providing \$6,000. Christine stated that the JACVB provides all of the social media services for Milton including photography and creating their inventory. These services cost a little less than half of the \$12,000.

Christine stated that the Tourism Commission should focus on goals creation, and creating an inventory and brand. The inventory should include hotels, Air bnb, restaurant's, grocery stores, and natural resources. Christine stated that marketing is largely visual and creating an inventory of professional photography is very helpful.

Langan asked if it would be possible for the JACVB to contract for services with Edgerton. Christine state that would be up to her Board.

DISCUSS EXAMPLES OF OTHER TOURISM ENTITIES:

Jim Kapellen reviewed how other communities utilize their tourism funding. There are many different processes with each community developing their unique plan.

DISCUSS THE PURCHASE OF ADVERTISING SERVICES:

The Commission requested to have a future agenda to discuss video artists.

DEVELOP COMMISSION GOALS:

Theresa Johnson stated that she thought they should create a name of group and create an inventory.

Ramona Flanigan asked if the commission wishes to approach the Janesville Area Convention and Visitors Bureau and see if they would be able to contract for services with Edgerton.

The commission asked that Ramona contact the Janesville Area Convention and Visitors Bureau.

SET NEXT MEETING DATE, LOCATION, AND FUTURE AGENDA ITEMS:

Next meeting was set for March 23, 2021 at 6:00pm

Being no other business before the Commission, A Walton/Langan motion to adjourn passed, on a 5/0 roll call vote.

Ramona Flanigan, City Administrator/Ino
City of Edgerton

Memo

To: Tourism Commission
From: Staff
Date: 3/19/2021
Re: March 23, 2021 meeting

Financial Report: The 2020 final reports filed by the clerks of the three municipalities indicate there is \$23,960 available as of the end of 2020. First quarter reports for 2021 should be available at the end of April.

JAVCB: The Janesville Area Convention and Visitors Bureau is interested in entering into a contract with the Commission to serve as the Commission's Tourism Entity.

Staff and the JACVB plan to have a draft contract available for the Commission's review at the meeting on Tuesday. Below are some policy questions that will need to be answered to complete the contract.

Policy questions:

- How much of the 2020 revenue do you wish to include in the contract with JACVB?
- What percent of the 2021 revenue do you wish to include in the contract with JACVB?
- If the Commission decides to retain a portion of the funds, what projects will you undertake with these funds?
- Do you want a contract provision that establishes a maximum percentage of the funds that can be spent on administration or should this be determined annually when the Commission develops and approves the work plan?
- How many years should this first contract be?