

MARCH 23, 2021
EDGERTON AREA TOURISM COMMISSION MINUTES

Casey Langan called the meeting to order at 6:00 p.m. Committee members present Kim Olson, Casey Langan (remote), and Sagar Patel (remote). Also present were City Administrator Ramona Flanigan, James Kapellen, Christine Rebout (remotely), Sarah Braun (remote) and Sam Martino (remote).

Flanigan confirmed the meeting agendas were properly posted on Friday, March 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 February 23, 2021 minutes passed on a 3/0 roll call vote.

FINANCIAL REPORT:

The 2020 final reports filed by the 3 municipalities indicated there is \$23,960 available as of the end of 2020. 2021 reports will not be available until the end of April.

DISCUSS CONTRACT WITH JANESVILLE AREA CONVENTION AND VISITORS BUREAU:

At the Commission's request, Christine Rebout of the Janesville Area Convention and Visitors Bureau (JACVB) and city staff drafted a contract that if approved would have the JACVB serve as the Commission's Tourism Entity.

Casey Langan asked Christine Rebout what she felt the length of the contract should be. Rebout stated a 3-year contract would be ideal but that the JAVCB would create a contract length the Commission is comfortable with.

The Commission discussed how much of the 2020 revenue they would like to include in the contract and what portion of the 2021 revenue should be included. They also discussed what types of projects would be funded and how many years the contract should be. The Commission discussed a 1-year contract with two 1-year extension options. They agreed the final decision on the length of the contract would be decided at the next meeting

Ramona asked if the Commission would like to have an attorney review the final contract. The Commission members present felt it should be looked at by attorney. Kim Olson stated she is an attorney and would look over the contract if the other members agreed.

Christine Rebout described how the JAVCB would use their tools to market tourism in Edgerton, Milton & Janesville. They would create a marketing plan, create a website, and use social media and other marketing options to advertise area festivals and attractions to boost tourism in the area.

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

Next meeting was set for April 12th or April 20th

Being no other business before the Commission, an Olson/Patel motion to adjourn passed, on a 3/0 roll call vote.

Ramona Flanigan, City Administrator/wjl
City of Edgerton