

**TOURISM COMMISSION**

**TUESDAY, FERUARY 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](http://www.cityofedgerton.com).

1. Call to Order; Roll Call.
2. Confirmation of appropriate meeting notice posted Friday, February 19, 2021.
3. Approve January 26, 2021 minutes.
4. Financial Report.
5. Hear comments from Christine Rebout with the Janesville Area Convention and Visitors Bureau regarding Tourism Commission activities.
6. Discuss examples of other tourism entities.
7. Discuss the purchase of advertising services.
8. Develop Commission goals.
9. Set next meeting date, location and future agenda items.
10. 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.

## JANUARY 26, 2021 TOURISM COMMISSION MINUTES CITY OF EDGERTON

Casey Langan called the meeting to order at 6:00 p.m. Committee members present Andy Walton, Kim Olson, Theresa Johnson and Casey Langan. Sagar Bater was absent. Also present were City Administrator Ramona Flanigan, James Kapellen, Kim Kolbe, Jonathon Frey, and Sam Martino.

Flanigan confirmed the meeting agendas were properly posted on Friday, January 22, 2021 at the Post Office, Edgerton Library and City Hall.

**MINUTES:** An Olson/Johnson motion to approve the February 25, 2020 minutes passed on a 3/0/1 roll call vote. Andy Walton abstained.

**ELECT OFFICERS:** A Langan/Olson motion to nominate Theresa Johnson as Chairperson passed on a 4/0 roll call vote.

An Olson/Johnson motion to nominate Casey Langan as Vice-Chairperson passed on a 4/0 roll call vote.

A Johnson/Langan motion to nominate Kim Olson as Secretary passed on a 4/0 roll call vote.

**FINANCIAL REPORT:** The Commission would like to see a line item on future agendas so they can approve the financial reports.

**PAYABLE PROCEDURES:** The City of Edgerton staff has agreed to do the administrative duties such as agendas, postings and minutes and the Town of Fulton has agreed to do the accounting. A bills list would be prepared for the Commission to approve before any expenditures are made. All the municipalities bank at the Bank of Edgerton so that is the bank that is recommended as the depository. The clerks would like to have 2 signatures required on each check for accountability.

A Johnson/Langan motion to approve the set up of an account at Bank of Edgerton in the name of Tourism Commission and require 2 clerk signatures on each check passed on a 4/0 roll call vote.

**TOURISM ENTITY:** A tourism entity means a nonprofit organization that will promote tourism and tourism development. They also provide marketing staff and services for the Tourism Commission.

Jim Kapellen described different options for tourism entities. He stated generally Commissions will work with the Chamber of Commerce in the community. Jim has spoken to Christine Rebout, Director of the Janesville Convention and Visitors Bureau. She stated she would be willing to speak at the next meeting.

Theresa Johnson would like to see the Commission create a wish list of goals as they investigate what other community tourism boards are doing.

Kim Kolbe, President of the Edgerton Chamber of Commerce and Jonathon Frey, Vice President expressed interest in being the tourism entity. Sarah Braun, Chamber member would like to serve

as a liaison between the Chamber and the Commission. The Chamber is planning to hire an Executive Director that will be funded by the Chamber. They hope to have this person hired by the end of February.

Casey Langan suggested purchasing some of the services on their own instead of hiring someone to do it for them. This would be a temporary arrangement until tourism picks up from the pandemic. He has a contact that produces short videos. He will send links of sample videos to the Commission members so they can see what they can get for their money.

Theresa Johnson felt the Commission should focus on social media now.

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

Next meeting was set for February 23, 2021. Jim Kapellen will check with Christine Rebout to see if she is available that day.

Being no other business before the Commission, An Olson/Johnson motion to adjourn passed, on a 4/0 roll call vote.

Ramona Flanigan, City Administrator  
City of Edgerton

# Memo

**To:** Tourism Commission  
**From:** Staff  
**Date:** 2/18/2021  
**Re:** February 23, 2021 meeting

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**Financial Report:** We do not have an updated financial report due to vacations of two of the clerks.

**Payables procedures:** The checking account for the Tourism Commission will be established as soon as the clerks stop at the bank to sign the documents.

**Video Production:** Commission member Casey Langan has provided the following information regarding a video production company with which he has experience. Hollingsworth Productions in Madison, is run by Tucker Boyd.

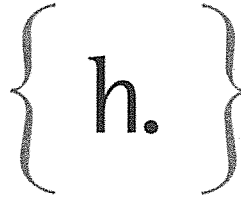
Examples of his work:

Vimeo showcase: <https://vimeo.com/showcase/8111226>

Password: work

Website (Including other examples): <http://www.hollingsworthproductions.com/>

Hollingsworth Productions  
 102 Frigate Drive  
 Madison, WI 53705  
 608.239.4058  
 tucker@hollingsworthproductions.com  
 www.hollingsworthproductions.com



**Estimate**

hollingsworth productions

| ADDRESS                |
|------------------------|
| Edgerton Tourism Board |

| ESTIMATE # | DATE       |
|------------|------------|
| 1044       | 02/11/2021 |

**PROJECT**  
 Tourism Video

| DATE | ACTIVITY                             | QTY | AMOUNT   |
|------|--------------------------------------|-----|----------|
|      | PRE-PRODUCTION COSTS INCLUDE         |     | 300.00   |
|      | Pre-Production                       | 4   |          |
|      | PreProduction & Coordination         |     |          |
|      | PRODUCTION COSTS INCLUDE             |     | 1,280.00 |
|      | Production:Dir. of Photography       | 1   |          |
|      | Director of Photography-Full Day     |     |          |
|      | Production:Equipment Rental          | 1   |          |
|      | Equipment (including drone)-Full Day |     |          |
|      | Mileage                              |     |          |
|      | mileage                              |     |          |
|      | Miscellaneous:Meals                  |     |          |
|      | Meals-Production Crew                |     |          |
|      | POST PRODUCTION COSTS INCLUDE        |     | 3,355.00 |
|      | Post Production:Transcription        | 1   |          |
|      | audio transcription                  |     |          |
|      | Post Production                      | 23  | 0.00     |
|      | HP Suite-Editing                     |     |          |
|      | Post Production:Music                | 4   |          |
|      | Music                                |     |          |
|      | Post Production:File Creation-Export | 1   |          |
|      | File Creation-Delivery               |     |          |

Tourism Video:  
 Produce 1 longer video 5-7:00 long, or 2 shorter videos of roughly equal length, plus a :30 commercial

**TOTAL**

**\$4,935.00**