



Tourism Commission Meeting Minutes

Monday, November 03, 2025 at 6:30 PM

Columbus City Hall – 105 N. Dickason Boulevard

Call to Order

The meeting was called to order at 6:31pm. A quorum consisting of Famularo, Walcott, Walker, and Belschner was present. Staff liaison Bennett was present.

Notice of Open Meeting

Bennett acknowledged the meeting was properly noticed.

Approval of Agenda

Famularo motioned to approve the agenda as presented. Belschner seconded the motion. The motion was carried unanimously.

Approval of Minutes

1. Consider and take action to approve the Tourism meeting minutes from October 6, 2025

Famularo motioned to approve the Tourism Commission meeting minutes from October 6, 2025, as presented. Walker seconded the motion. The motion was carried unanimously.

Public Comment

There were no members of the public in attendance for comment. Staff did not receive any correspondence.

New Business

2. Discuss an aerator or other options for clearing the kayak launch at Rotary Park

Bennett brought back additional information as requested from the previous meeting. Bennett presented DNR information regarding aeration systems along with a few different options to look at. The options presented were self-contained, solar aerators, AquaThruster systems, and pond skimmers.

After discussion, the Tourism Commission would like staff to reach out to the DNR for additional information. Additionally, there was interest in the AquaThruster options. Bennett will gather more information about water thrusting aerators.

3. Discuss ideas to build an initial itinerary for marketing Columbus to visitors

The Tourism Commission focused on the holidays for itinerary marketing content. Discussion for possible additional ways to market the content was discussed such as short video ads and audio ads for Spotify and social media. Beaver Dam and Sun Prairie were cited as examples. Digital ads utilizing geofencing features was brought up.

The Tourism Commission discussed assisting the City's Recreation Department with its Sparkle in the Park light display via sponsorship and a banner. Additionally, the commission would like to expand the concept and have staff create a map featuring various light displays including Fireman's Park, holiday contest decorators, and festive businesses. The map would be linked to a QR code for distribution. Belschner motioned to assist the Columbus Recreation Department with

its Sparkle in the Park light display with up to \$500 sponsorship. Walker seconded the motion. The motion was carried unanimously. Staff had prior authorization to perform the sponsorship via the City's purchasing policy.

The Tourism Commission would like to brainstorm more topics at future meetings.

4. Discuss potential tourism niche opportunities for Columbus and how they can be marketed towards visitors

The Tourism Commission would like to take an opportunity in the next meeting to discuss possible niches to aid in focused marketing of the community. Staff would like to look at target audiences as well.

5. Discuss possible brewing industry - related tourism event for Columbus

Bennett had this item on the agenda as it was previously brought up at previous meetings. There was concern that an event focused on the brewery history in Columbus would only cater to a specific group. Staff will keep this on future agendas.

6. Discussion of potential Discover Wisconsin project proposal

Bennett presented a proposal from Discover Wisconsin for a digital content campaign. The campaign wouldn't be until 2027 or 2028, and staff had this on the agenda for informational purposes. There was discussion about Discover Wisconsin's examples regarding its analytics. The general consensus was that the main reason to get the service is to leverage their large reach and media network. No action was taken.

The Tourism Commission would like to add a newsletter topic to the next agenda.

Adjourn

Famularo motioned to adjourn the meeting. Walker seconded the motion. The motion was carried unanimously. The meeting was adjourned at 8:07pm.

*A quorum of city committees and/or commissions may be present at this meeting. No action will be taken or considered by those committees and/or commissions.

** These minutes will be approved at a future meeting and may be amended. These minutes are respectfully submitted by David Bennett, Communications and Economic Development Coordinator **