



# Tourism Commission Meeting Minutes

Monday, March 02, 2026 at 6:30 PM

Columbus City Hall – 105 N. Dickason Boulevard

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## Call to Order

The meeting was called to order at 6:31pm. A quorum included Hammer, Famularo, Roelke, Walcott, and Walker were present. Staff liaison Bennett was also present.

## Notice of Open Meeting

### Approval of Agenda

Hammer motioned to approve the meeting agenda as presented for March 2, 2026. Roelke seconded the motion. There was no discussion. The motion was carried by unanimous vote.

### Approval of Minutes

1. Consider and take action to approve the Tourism meeting minutes from February 2, 2026

## Public Comment

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

## New Business

2. Discuss and possibly take action regarding the designation of a tourism entity

Bennett presented additional information regarding how other communities that collect room taxes have complied with the 2015-17 updates to Wisconsin's room tax law. Discussion involved identifying possible partnerships and obtaining interest and additional information. There were concerns about accountability regarding contracting with a tourism entity that should be addressed any contract language. Additional discussion involved reaching out to other nearby communities about a prospective joint tourism effort and collaboration.

Staff will get more information from the Wisconsin Department of Tourism and try to see if a representative could meet with the Tourism Commission via Zoom or in-person.

3. Consider and take possible action regarding tourism marketing activities

Bennett recapped current marketing efforts. Discussion included doing more legwork to obtain visitor information as Placer.ai is overly expensive to obtain. There was interest in pursuing tourism and beautification grants if available to assist with marketing efforts.

Bennett gave a budget update and highlighted that most of the marketing funds in 2026 are tied up and any new marketing efforts would have to replace an existing effort. The Holiday Train had earned media from Good Karma Brands' Daily Dodge coverage. There was discussion for trolleys to shuttle visitors for the Holiday Train.

4. Discuss and possibly take action regarding assisting with the Redbud Days event

The Tourism Commission discussed possibly assisting the Redbud Days event. It was noted that the Chamber already had its event plans lined up with hosting the Redbud Prince and Princess Pageant and having a redbud tree giveaway. Planning for 2027 or 2028, the Tourism Commission

discussed having the pageant at Fireman's Park along with the Food Truck festival and focus on one day of events. There could be potential for live music.

Additional discussion revolved around promoting the event along with other community events. Bulk mailers were seen as an option and could be explored.

### **Adjourn**

The next meeting will take place Monday, April 6, 2026, in the 2nd Ward meeting room in City Hall.

Famularo motioned to adjourn the meeting. Walker seconded the motion. The meeting was adjourned at 7:46pm.

\*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 \*\*