



Tourism Commission Meeting Agenda

Monday, June 01, 2026 at 6:30 PM

Columbus City Hall – 105 N. Dickason Boulevard

Call to Order

Notice of Open Meeting

Approval of Agenda

Approval of Minutes

1. Consider and take action to approve the Tourism Commission meeting minutes from April 6, 2026

Public Comment

New Business

2. Consider and take action regarding 2027 Tourism budget
- 3.** Consider and take action to elect a Chair, Vice Chair, and Secretary positions

Adjourn

*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.



Tourism Commission Meeting Minutes

Monday, April 06, 2026 at 6:30 PM

Columbus City Hall – 105 N. Dickason Boulevard

Call to Order

The meeting was called to order at 6:30pm. A quorum in attendance consisted of Walcott, Hammer, Roelke, and Famularo. Staff Liaison Bennett was in attendance.

Notice of Open Meeting

Bennett noted the meeting was noticed according to law.

Approval of Agenda

Roelke motioned to approve the agenda as presented; seconded by Famularo. 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 March 2, 2026

Hammer motioned to approve the meeting minutes as presented from March 2, 2026. Seconded by Walcott. There was no discussion. The motion was carried by unanimous vote.

Public Comment

There were no members of the public in attendance for comment. Bennett received no correspondence.

New Business

2. Consider and take action regarding the 2026 tourism grant applications

Due to a conflict of interest of all the attending members of the Tourism Commission being members of the Chamber Choir, a tourism grant applicant, Bennett and Hammer had talked to the City Clerk about sending the grant application for the Columbus Chamber Choir to Council for review. Famularo motioned to recommend to Council to review the 2026 tourism grant application for the Columbus Chamber Choir: seconded by Roelke. There was no discussion. The motion was carried by unanimous vote.

Bennett presented the remaining 2026 tourism grant applications for the Chamber of Commerce, Redbud Players, Public Library, Recreation Department, and Wyverns Trove. Along with staff recommendation, the Tourism Council discussed how much to award each applicant after reviewing the application materials. Hammer motioned to approve awarding \$7,120 in tourism grant for the following reimbursable amounts pending final reporting: Chamber of Commerce: \$335, Redbud Players: \$2,500, Library: \$150, Recreation: \$1,335, Wyverns Trove: \$2,800 (\$1,500 for development and \$1,300 for events). Seconded by Roelke. There was not additional discussion. The motion was carried by unanimous roll call vote.

Adjourn

Roelke motioned to adjourn the meeting; seconded by Famularo. There was no discussion. The motion was carried by unanimous vote.

The meeting was adjourned at 7:16pm.

*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 **



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: June 1, 2026

Item Title: Consider and take action regarding 2027 Tourism budget

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

Staff would like to brainstorm potential ideas and projects for the 2027 budget. The goal for this meeting is to develop a list of possible items for staff to get numbers for to be discussed at the July Tourism meeting.

Staff has provided a brief list of items from this year in comparison to possible 2027 items. This includes:

- Potential “home” line item or contribution towards the 4th of July Celebration
- Possible funding for a Tourism entity
- Possible “hands-on” tourism event

List all Supporting Documentation Attached:

- 2027 Early Tourism Budgeting Notes
- May 2026 Budget Statement

Action Requested of the Tourism Commission:

Direct staff to get numbers for potential 2027 budget items

Strategic Plan Objective:

Tourism 2027 Early Budget Planning

2026 Revenues

- Contribution from Room Tax Fund
- Kayak rentals
- Interest earned from Fund Balance
- Any qualifying State Tourism grants

2026 Expenditures

- General Tourism marketing
 - Google Ads
 - Columbia and Dodge County Guides
 - The Greater Valley Guide (Appleton/Oshkosh/FDL)
 - Tourism Room Tax Grant
 - Awarded 8 grants
 - Website
 - CivicPlus website contributions
 - GoDaddy web domains and SSL certificates
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2027 Revenues

- Same sources as 2026

2027 Expenditures

- Possible expansion of Tourism Room Tax Grant
- Re-evaluation of general marketing
- Possible “hands-on” tourism event
- Possible Tourism entity funding
- City Budget changes that may impact Tourism
 - Possible City sponsorship line item for 4th of July Celebration
 - Removal of CivicPlus website contributions – will be move to Media budget

Tourism Budget Statement 2026.06.01

3-Year Snapshot Comparison

Revenue Accounts	2024 Actual	2025 Actual	2026 Budget
250-414135-000 Room Tax Fund Contr.	\$ 34,705.02	\$ 34,216.05	\$ 33,000.00
250-424218-000 State; Grant	\$ 0.00	\$ 0.00	\$ 0.00
250-484810-000 Misc. Revenues	\$ 0.00	\$ 0.00	\$ 0.00
250-484820-000 Interest Income	\$ 229.34	\$ 101.11	\$ 75.00
250-484830-000 Kayak Rentals	\$ 0.00	\$ 128.95	\$ 1,000.00
250-494990-000 Carryover P.Y. Funds	\$ 0.00	\$ 0.00	\$ 20,000.00
TOTAL REVENUES	\$ 34,934.36	\$ 34,446.11	\$ 54,075.00

Expense Accounts	2024 Actual	2025 Actual	2026 Budget
250-511000-249 Materials & Services	\$ 9,962.50	\$ 500.00	\$ 20,325.00
250-511000-310 Web/Media	\$ 1,671.21	\$ 1,634.42	\$ 2,000.00
250-511000-313 Marketing/Advertising	\$ 6,927.99	\$ 6,009.22	\$ 6,000.00
250-511000-345 Special Events	\$ 229.34	\$ 10,000.00	\$ 10,000.00
250-568000-610 Contr. to Gen. Fund	\$ 13,567.16	\$ 15,936.08	\$ 15,750.00
TOTAL EXPENSES	\$ 32,358.20	\$ 34,079.72	\$ 54,075.00

Balance Account	2024 Actual	2025 Actual	2026 Actual
250-342000 Tourism Fund Balance	\$ 62,999.29	\$ 63,365.68	\$ 43,365.68

YTD Budget Activity and Previous Year Comparison

Revenue Accounts	2025 Actual	2026 Budget	2026 Actual
250-414135-000 Room Tax Fund Contr.	\$ 34,216.05	\$ 33,000.00	\$ 14,821.97
250-424218-000 State; Grant	\$ 0.00	\$ 0.00	\$ 0.00
250-484810-000 Misc. Revenues	\$ 0.00	\$ 0.00	\$ 0.00
250-484820-000 Interest Income	\$ 101.11	\$ 75.00	\$ 37.01
250-484830-000 Kayak Rentals	\$ 128.95	\$ 1,000.00	\$ 0.00
250-494990-000 Carryover P.Y. Funds	\$ 0.00	\$ 20,000.00	\$ 20,000.00
TOTAL REVENUES	\$ 34,446.11	\$ 54,075.00	\$ 34,858.98

- Fund Balance carryover of \$20,000 was added
- Room Tax Fund provides 70% of its balance towards Tourism

Expense Accounts	2025 Actual	2026 Budget	2026 Actual
250-511000-249 Materials & Services	\$ 500.00	\$ 20,325.00	\$ 0.00
250-511000-310 Web/Media	\$ 1,634.42	\$ 2,000.00	\$ 1,154.91
250-511000-313 Marketing/Advertising	\$ 6,009.22	\$ 6,000.00	\$ 4,569.21
250-511000-345 Special Events	\$ 10,000.00	\$ 10,000.00	\$ 9,128.66
250-568000-610 Contr. to Gen. Fund	\$ 15,936.08	\$ 15,750.00	\$ 0.00
TOTAL EXPENSES	\$ 32,358.20	\$ 54,075.00	\$ 14,852.78

- Materials & Services received carry over from 2025 of \$20,000
- Notable expenditures include
 - Payment for Google Ads – ramp up in spring/summer ads
 - City website contribution
 - Awarding 6 organizations with Tourism Grants. Payment pending final report