



Tourism Commission Meeting Agenda

Monday, February 03, 2025 at 6:30 PM

Columbus City Hall – 105 N. Dickason Boulevard

Call to Order

Roll Call

Notice of Open Meeting

Approval of Agenda

Approval of Minutes

1. Review and Approve Minutes from January 6, 2025

Public Comment

Unfinished Business

2. Approved Columbus Chamber of Commerce 2024 Wine Walk Room Tax Funding Final Report
3. New Room Tax Funding Guidelines Implementation

New Business

4. Discuss and Take Possible Action on Setting 2025 Priorities
5. Discuss and Take Possible Action on Purchasing 2025 County Guide Ads

Staff Reports

6. Tourism Budget Update

Future Agenda Items

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.



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: February 3, 2025

Item Title: Review and Approve Minutes from January 6, 2025

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

The Tourism Commission met on January 6, 2025. Staff will present the minutes from that meeting to be reviewed, corrected if necessary, and approved by the commission.

List all Supporting Documentation Attached:

Meeting Minutes from January 6, 2025

Action Requested of Tourism Commission:

Review, make any corrections, and approve the Tourism Commission minutes from January 6, 2025



Tourism Commission Meeting Minutes

Monday, January 06, 2025 at 6:30 PM

Columbus City Hall – 105 N. Dickason Boulevard

Walcott called the meeting to order at 6:32 pm.

A quorum consisted of Hammer, Belschner, Walcott, and Walker were present. Staff liaison Bennett was also present.

Members of the Beautification Committee were in attendance.

Bennett informed the Tourism Commission that the meeting was properly noticed.

Belschner would like to move item #4, Discussion with the Beautification Committee regarding banners from under New Business, to after Public Comment. The Commission agrees.

Belschner motions to approve the agenda with the change of moving item #4, discussion with the Beautification Committee about banners from New Business to after Public Comment. Walker seconds. Motion carries by unanimous vote.

1. Hammer motions to approve the minutes as written from the meeting of December 9, 2024. Belschner seconds. Motion carries by unanimous vote.

Public Comment

There were no comments at this time from the members of the Beautification Committee.

There were no other members of the public in attendance for public comment, nor any correspondence received.

2. City Administrator, Amundson gave a brief introduction to the Beautification Committee's idea of partnering with the Tourism Commission to replace the banners decorating the downtown light poles. Amundson cited the group wanted to avoid duplication and possibly collaborate if tourism is planning the same project.

The Tourism Commission asked about a potential timeline for the project. Alder Lawson stated that the project goal would ideally be spring of 2025. Additionally, the banners could be expanded to the new light poles on Farnham Street by the high school with the school district's support. The banners could be done in 2026 and possibly in phases to cut down on initial costs.

Belschner asked about designs. Lawson stated that there were options such as seasonal designs and custom designs. Walcott suggested the Beautification Committee reach out to the school district and parochial schools' art departments and have a contest that showcases students' work. Boness informed Walcott that the committee already worked with the Columbus School District and had a design, but it was rejected by Council. Belschner added that the design should be more than just the school. Amundson explained that the committee could consider the previous design while looking at 2-3 additional designs. There could be new opportunities near the school for a school-centric design with other themes for the downtown area.

Walcott asked Bennett if there were possible funds in the tourism budget to assist with the project. Bennett stated that they could use the materials and services line item, but most of the money there is potentially earmarked for digital signage or a kiosk. Belschner asked Amundson if the City is a 501(c)(3) in order to get funding. Amundson cited that City government is not. Hammer asked about the donors who have contributed to the mural project. Boness stated that those donors only contributed to the murals. Hammer may follow up with them.

Both the Tourism Commission and Beautification Committee are interested in potential partnership. Amundson stated that Beautification Committee will create a proposal for a future meeting.

Unfinished Business

3. The Columbus Area Chamber of Commerce did not submit a report or have a representative present to give the report for its 2024 Wine Walk funding request of \$1,000.

Belschner motions to deny the funding due to lack of a final report. Hammer seconds. Roll call vote: Walker - abstain, Belschner - aye, Hammer - aye, and Walcott - aye. Motion carries with 3 ayes and 1 abstention.

Hammer and Walcott would like to give the Chamber a chance to submit its report due to this meeting taking place within the 60 days from their Wine Walk event. The Chamber has until January 30th to submit their report. Walcott proposes to give staff the authority to approve report if it meets guidelines. Walcott indicated that the Chamber has photos from the event and Walker stated they have their receipts from the event, so they should be able to submit a report.

Hammer motions for the Tourism Commission to delegate staff authority to award reimbursement based on guidelines if the Chamber submits their final report within 60 days. Walcott seconds. Roll call vote: Belschner - nay, Walcott - aye, Hammer - aye, Walker - abstain. Motion carries with 2 ayes, 1 nay, and 1 abstain.

Due to the conflict of the two motions, Hammer makes a motion to rescind the original denial of funding to the Chamber of Commerce. Belschner seconds. Roll call vote: Hammer - aye, Walcott - aye, Belschner - aye, Walker - abstain. Motion carries with 3 ayes and 1 abstention.

Bennett will apply guidelines to any submitted final report from the Chamber's 2024 Wine Walk event. If it meets guidelines and is awarded requested funding, Bennett will update the Tourism Commission and implement expense line policy as directed.

4. Bennett presented to the commission a cleaned-up draft of the proposed new guidelines for distributing room tax funding for tourism events and development. The Tourism Commission discussed the potential of applications being received after March 31. Belschner suggested those applications be placed on a wait list. Hammer asked about a possible exemption or leeway for the first 1 or 2 years for implementation. Walker suggested adding a line that says applications will be placed on a wait list based on available funding. The commission agreed to add that line. It would be added in the timeline section.

The other edits would include the addition of the word "in" for the 4th bullet in the timeline section. There was discussion about the final report due date as it may not give staff enough time to process reports for commission review. Hammer suggested December 23rd. Belschner would like "emailed or delivered to City Hall" to be included as well.

Belschner motioned to approve the new guidelines with the changes as discussed. Walker seconds. Motion carries by unanimous vote.

New Business

5. According to the Tourism Ordinance, the Tourism Commission held its election of officers. Hammer alerted the Commission that appointments to this commission are annual, and that not all applications for appointments / re-appointments were submitted yet. The Council will approve appointments at its meeting on January 21, 2025. The Tourism Commission can still hold its election but may need to hold a new election if the roster changes after the appointments are approved.

Hammer motions to nominate and re-elect the current officers which include Walcott as Chair, Famularo as Vice-Chair, and Walker as Secretary. Belschner seconds. Motion carries by unanimous vote.

Walcott would like to go over the Tourism Ordinance at a future meeting.

Staff Reports

Bennett presented the December budget update along with presenting the 2025 budget.

There were no new room tax revenues to report.

Notable expenditures include \$2,365.53 for holiday train ads from Madison Media Partners. Staff is waiting for Google Ads invoices. The Tourism Fund has \$15,421.84 remaining pending invoices and potential Wine Walk reimbursement.

The 2025 budget includes \$20,000 for materials and services, with most earmarked for digital signage and/or kiosk, \$10,000 for general tourism marketing, and \$10,000 for special events to help local groups with tourism marketing, events, and development in the city.

Bennett presented end-of-season use of the new kayak rental units. Despite arriving at the end of September, it was utilized 17 times with the City / Tourism earning an estimated \$137.50. Walker would like to see signage for the kayak rental / launch near the road towards Rotary Park. Bennett will check the current wayfinding signs for open spots to order vinyl stickers for. Bennett suggested talking to the Rotary Club to put signs underneath the Rotary signs at the park.

Bennett updated the Tourism Commission regarding the management of the community calendar. Due to how Events.com sets up accounts, staff would effectively maintain its current account but add to the Chamber account's calendar instead. Walcott suggested some sort of succession planning in the event the Chamber isn't able to maintain the calendar.

Future Agenda Items

Items for future agendas include a potential update regarding the Wine Walk funding request and reviewing the tourism ordinance.

The next meeting will be Monday, February 3, 2025.

Adjourn

Belschner motioned to adjourn the meeting. Hammer seconds. Motion carries by unanimous vote.

Meeting is adjourned at 8:37pm.

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.

*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.



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: February 3, 2025

Item Title: Approved Columbus Chamber of Commerce 2024 Wine Walk Room Tax Funding Final Report

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

The Columbus Chamber of Commerce had sent its final report and related materials for submission prior to the January 27th deadline. Staff have reviewed the report and materials and as authorized by the Tourism Commission, awarded the \$1,000 requested since the report met the guidelines and was on-par with previously approved events. Staff have received expense line-item approval from the City Administrator and have received the invoice that has been sent to the City's Finance Department for processing and disbursement.

List all Supporting Documentation Attached:

2024 Wine Walk final report

Event Photos

Everything Branded Invoice

Lamers Bus Lines Invoice

Left Bank Wine & Spirits Co. Invoice

Minuteman Press Invoice

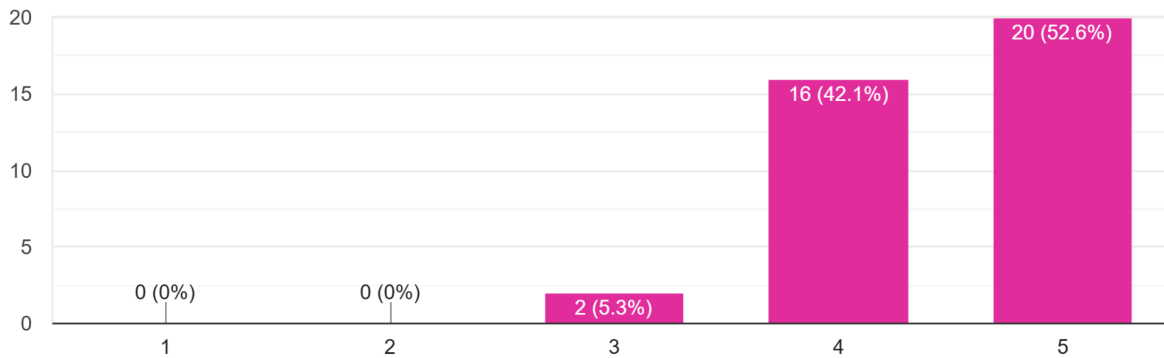
Action Requested of Tourism Commission:

Discuss and take action to award, modify, or reject the request for \$800

The following charts were produced from our participant survey. Some notes to highlight include: survey respondents overwhelmingly rated their overall experience of the event to be a 4 or 5 out of 5, almost 50% of respondents traveled more than 10 miles to attend, and more than half of the respondents said they would enjoy a wine walk scheduled earlier in the fall.

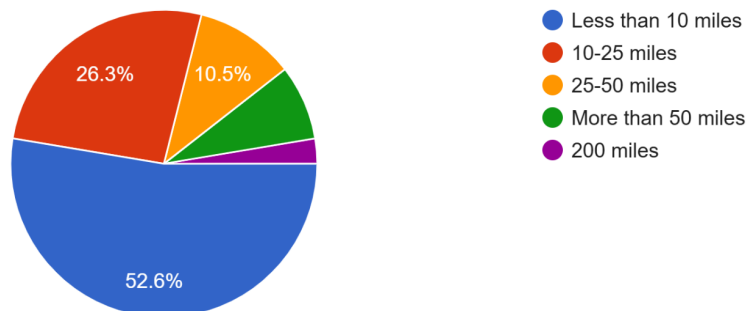
Please rate your overall experience of the 2023 Columbus Wine Walk:

38 responses



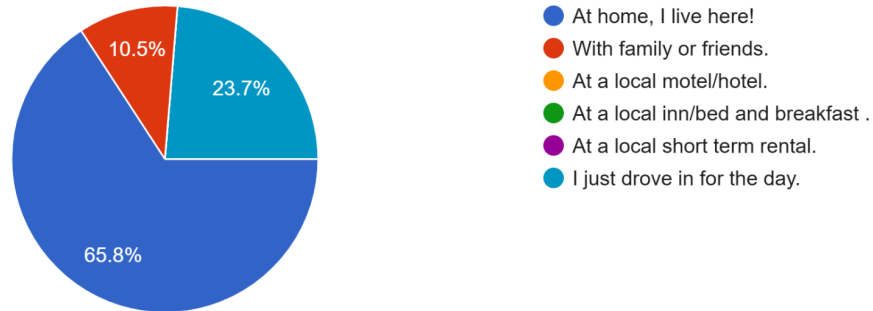
How far did you travel to join us?

38 responses



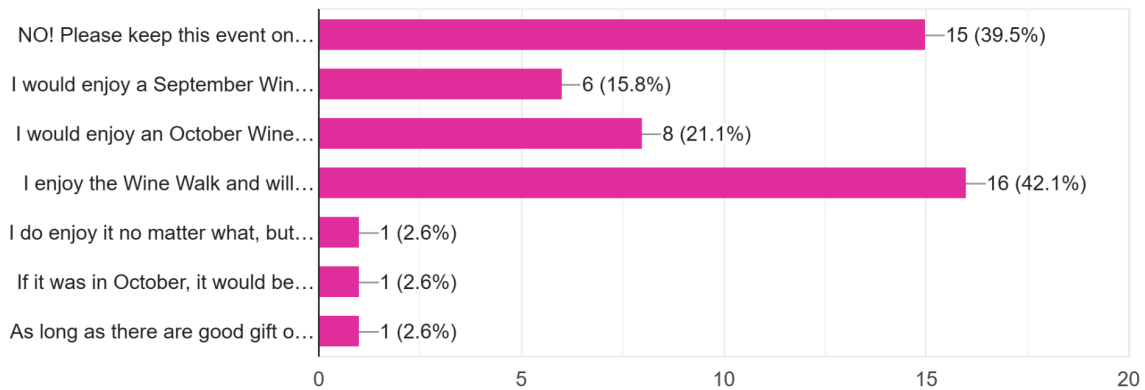
Where did you stay during your visit to Columbus?

38 responses



We are considering moving the Wine Walk to a weekend in September or October. Please share your opinion on this possible change.

38 responses



2024 Wine Walk Event Photos







Pro Forma Invoice EB107059

Date: 10/17/2024

Invoice To:

Columbus Area Chamber of Commerce
 PO Box 362
 Columbus
 WI 53925

Deliver To:

Katie Nichols
 Columbus Area Chamber of Commerce
 649 W. School St.
 Columbus
 WI 53925

Qty	Description	Price Ea	Total
275	Non-Woven Wave Design Tote Bag Product color: Black Imprint color: Fuschia PMS 675 C Price Includes: 1 Color Print	\$2.040	\$561.00
250	12 oz. Shelby Stemless Wine Glass with lid Product color: Black Imprint color: Fuschia PMS 675 C Price Includes: Printed One Color - Two Position	\$5.510	\$1,377.50
TOTAL			\$1,938.50

Payment Instructions

Standard Terms & Conditions Apply

Please note goods will NOT be released until FULL payment is received unless on account as agreed.

For any account queries or if you wish to pay by another payment method, please contact our accounts team at accounts@everythingbranded.com or call +1(800)-586-1615 and select option 3.

Bank Payments To:

Terms of Business

1. These terms and conditions apply to all orders. Receipt of acknowledgment or payment of order by you, constitutes your acceptance that our conditions are the only conditions that apply to the contract notwithstanding any purported terms put forward by you. Where the term "Company" is used this will represent Everything Branded USA Ltd, a trading name of EverythingBranded.com. For the most up to date Terms and Conditions, please refer to our website.

2. Payment Terms – Approved Accounts. Payment is due on delivery unless we have agreed special settlement terms in writing. New Accounts - On all orders full payment is required on order placement. Goods will not enter production until payment is received in full. Credit is only available subject to status and satisfactory credit checks.

3. Passing of Title and Risk - The risk of the goods shall pass to you on delivery. All goods, delivered or not, remain our property until payment is received in full. Until such time as payment in full is made, you shall retain such goods separately from other goods and clearly mark them in such a way that they can be readily identified as being our property and any payment received by you for any sale of such goods must be held in a separate account in trust for us. In the event of non-payment by you for such goods we will, without loss of any rights or remedy, remove from your possession those goods belonging to us in accordance with these terms and conditions and we shall be entitled upon the property where the goods are stored and repossess and remove the same. You hereby grant us irrevocable licence to enter your premises for the said purpose.

4. Products - We reserve the right to alter any details or design of products illustrated without prior notice and while every effort is made to describe our goods accurately on sales literature, email and the website no warranty is given as to accuracy and no responsibility will be accepted for error or mis-description and any resulting loss. Product images and descriptions are listed as examples and exact pantone colors cannot be determined on the website, unless an exact color match is listed.

5. Quotations and Contracts - Orders are accepted subject to our right to adjust prices quoted to take account of any changes in the law or Government regulations requiring us to increase prices by way of direct taxation, import duties, customs and excise duties or otherwise. The prices are based on today's current costs of production and in the event of any increase in wages or costs of materials to us occurring after the confirmation or accepted contract, we shall be entitled to charge such increases to you. All quotations are valid at the time of quoting, error and omissions excluded.

6. Prices - Prices quoted on this website are guide prices only subject to viewing final artwork. Once artwork and full specifications have been finalised, a quotation price will be confirmed. In most cases pricing is for unprinted items, without setup costs, printing costs, shipping and handling fees, and any other potential product specific costs. We aim to keep our pricing 100% accurate, however due to the fast-paced industry and nature of the computer and consumer product industry a small number of items on our website may be mis-priced due to updates. Whilst we aim to notify you at point of sale or enquiry, we reserve the right to alter our pricing without notice and refuse or cancel any orders placed on mis-priced product.

7. Delivery and Lead Times - Every effort will be made to deliver on time, but any delivery day or lead-time specified is a best estimate and no liability is accepted for any loss arising from delay or error in the delivery of the goods. All deliveries will be charged at the prevailing rates applying at the date of such delivery. Special rush deliveries can usually be arranged but will usually be subject to additional charges (e.g. rush print charges and rush delivery charges) that will be charged to you at current commercial rates. Lead times will be deemed to commence at the date and time that the Company receive in writing, "signed off" approval of the artwork that the Company supplied to the client, and payment is received in full where applicable. Due to the bespoke nature of the goods ordered, no loss or liability is accepted for delay or error in delivery date.

8. Quantity Variations - We shall be deemed to have fulfilled our contract by delivery of a quantity within 10% plus or minus of the quantity of printed goods ordered and you will be charged at the contract rate for the quantity delivered.

9. Claims - Claims arising from damages, delay or partial loss in transit must be made in writing to us, to reach us within 48 hours of delivery. All claims regarding the quality or quantity of the goods shall be made in writing to us, to reach us within 7 days of receipt of goods or such goods shall be deemed to comply as to quality and quantity with the terms of the contract. You must examine all goods delivered at the time of delivery and confirm receipt. We shall not be liable for any loss or damage caused to the goods in transit unless loss or damage is noted at the time of delivery. Claims in respect of non-delivery must be made in writing to reach us within 48 hours from the intended delivery date.

10. Liability - Save in so far as defects in the goods cause death, injury or damage to personal property, our liability for any loss or damage suffered by you in respect of the goods shall be limited to the contract value of the goods. We can accept no responsibility for loss or damage arising from the supply of goods under this contract unless you have fully complied with the notification of claims procedures set out in 9. Nothing in these terms and conditions shall affect the right of a consumer.

11. Cancellation Charges - A charge will be made on all cancelled orders, together with the charge for all work carried out up to the date of written cancellation. Cancellation charges can include but are not limited to artwork fees, shipping fees, administration fees, transaction fees, pre-production fees. All orders may incur a re-stocking fee in the event of a cancellation.

12. Foodstuffs, Liquids, Drinkware and Hygiene products including Personal Protective Equipment.

In the interest of hygiene and contamination, no returns will be accepted for plain stock goods in these categories. Our standard returns policy stands for branded stock.

13. Outstanding Payments - Interest will be charged on outstanding payments for overdue credit accounts. This does not prevent us from pursuing payment of overdue accounts at any time after payment becomes due and shall be in addition to and without prejudice to any other rights, we may

have against you. Chargebacks conflicting with any of the terms listed here will be treated as outstanding debt. We reserve the right to charge you for any legal or collection charges where it is necessary to obtain payment from you of an overdue account through a third party or Court proceedings.

14. Artwork and Printing - All artwork and printing charges will be levied where necessary unless previously stipulated by us. Where applicable the prices shown do not include artwork and are advertised as unprinted. For customization, additional print colors and positions of printing pricing will be presented on a quotation basis. Print tolerance refers to the variation of print location in mass production. Due to the manufacturing process on some items, items printed within the same batch may have a variation of up to 5mm on the final product.

15. Changes to Artwork - In order to print efficiently from the artwork, you supply, it may be necessary to adjust or redraw your artwork. You will be advised of the changes made. No printing will take place until the Company has received in writing your "signed off" approval of the artwork. In order to sign off your artwork we will send you an artwork approval form via email illustrating how your artwork will look on your chosen product. This MUST be checked thoroughly and signed off. The job will not commence until we have received in writing this signed off approval. You must notify us of any discrepancy in the artwork or order as we DO NOT accept any liability of any post-completion errors or omissions. In some cases, issues or concerns with the artwork cannot be identified at visual stage and will become apparent during production. In this instance you will be notified of any issues, and/or changes required. No liability is accepted for any delay caused due to required artwork changes. As a result of changes if cancellation is requested please refer to article 11 for any cancellation fees.

16. Color Variations - Due to the variety of materials and the imprinting processes utilised by the Company and its suppliers, no guarantee can be given to match exactly Pantone numbers or color samples provided by the client. The Company will endeavour to match as closely as possible to these color references but cannot be held liable for any further costs that may arise. If no pantone/PMS match has been requested in writing, with reference to the relevant color code then the closest stock print color will be printed.

17. Returns and Cancellations policy - Please review full policy at www.everythingbranded.com/returns. All printed stock is non-returnable due to the bespoke nature of the print. These are considered personalised goods made to your specifications and cannot be re-sold to anyone else. All returns must be pre-agreed in writing by contacting Everything Branded USA and shipped to an agreed return address.

18. Force Majeure - Everything Branded cannot be held responsible for failure to fulfil a delivery commitment as a result of situations beyond our reasonable control. This includes but is not limited to occurrences such as: Natural Disasters, Extreme Weather conditions, Labor Strikes, Congestions at Ports of Entry, US Customs Delays, accuracy of information provided by client, or failure of subcontractors to perform.

19. Customs and Overseas Deliveries - For all our overseas deliveries we only use well known carriers including but not limited to UPS, DHL and Fedex. Even though we do our best to include all custom charges there may be times that the country of origin will require the receiver to pay these charges for goods to be released. If you are outside of the USA and place an order with any of Everything Branded USA Ltd group of websites, you are confirming that you are aware there is a chance of extra fees and that Everything Branded USA Ltd is not liable for these costs and any delay that may be caused due to this. Please note that we will always help our clients in resolving any customs issues to the best of our ability, however sometimes depending on the country this can only be resolved locally.

20. Online Purchasing - If you wish to purchase through Everythingbranded.com you will be asked to supply certain information. Including but not limited to credit card or other payment information. By purchasing you agree that all the information provided to Everythingbranded.com will be accurate, complete, and current. By purchasing you are responsible for any fees relating to the order, including but not limited to any applicable taxes, shipping and handling, and any processing fees incurred.

21. Suppliers and Warranties - All products and services available for order through Everythingbranded.com are distributed on behalf of third-party suppliers, unless otherwise indicated, and are sold with the Supplier's limited warranty. The warranty periods and service vary by Supplier and product. Details of the warranty by product are available through written request to Everythingbranded.com

Except for the Everythingbranded.com Return Policy, all of your rights and remedies with respect to your order, purchase, possession, and use of the products and services and all maintenance, update, warranty, liability, and any other obligations related to the products and services, if any, shall be governed by the applicable policies and procedures of the Suppliers.

22. Order Acceptance - The advertisement of any product on this website does not constitute as an offer to sell. By purchasing through the website or receipt of an order confirmation does not imply our acceptance of your order. Any order placed with Everythingbranded.com is subject to review. Everythingbranded.com reserves the right at any time after purchase to accept or decline your order. All orders placed online must be completed with an acceptable method of payment. We may require further verification or information before accepting or completing your order.

23. Post-purchase Confirmation - Post completion of purchase you may be required to provide additional information, or confirmations. These include but are not limited to payment details, order details, address or contact information related to your order, artwork changes or approvals. Everythingbranded.com will not be held responsible for any delay to an order due to failure, or delay to respond to any confirmation request.

Client ID Client Company Client Ref 1 Client Ref 2	ColumbusCC Ms Nichols Columbus Area Chamber of Commerce	Charter ID Movement ID Status Passengers	115384 152105 Firm
First Pick-up Pick-up Date Single Journey Vehicle To Stay	Columbus Country Club WI Sat 11/30/2024 Time 12:45 No Yes	Destination Arrival Date Leave Date Back Date	The Old Rock, Columbus, WI Sat 11/30/2024 Time 13:00 Sat 11/30/2024 Time 17:50 Sat 11/30/2024 Time 18:00

First Pick-up Instructions	Destination Instructions
Columbus Country Club 301 Ingalsbe St Columbus, WI 53925	The Old Rock W11070 WI-16 Columbus, WI 53925

Route #2

Trolley will make a continous loop for this route.

Seats	Vehicle Description	Vehicle No
28	Trolley	1
Movement Totals		\$1,225.00

Driver Description	Vehicle No	Driver Description	Vehicle No
Coach	1		

Additional Pick-up Points	Time	Additional Pick-up Points	Time
1) Public Parking Lot, Columbus, WI	12:55		

Route	Further Requirements
Contact Kate Nichols (608) 669-2445	Gratuities are based on the discretion of the group and paid in cash to the driver at the time of the trip or can be pre-paid. Must have an accurate/firm itinerary by 30 days prior to departure for driver dispatch and planning purposes. No changes should be made within 2 weeks of departure. No smoking, kegs, or glass allowed on the vehicle. Food & beverages allowed in paper, plastic or aluminum only.

I have checked all the details above and agree that they are correct. I confirm that I would like to make a firm booking and I accept the above price and the payment terms detailed in the attached letter.

Signature		Print Name		Date	
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Invoice

L'LEFT BANK WINE COMPANY
P.O BOX 418
MCFARLAND, WI 53558

MAIN PHONE: (608) 838-8400



Invoice #	714897
Date	11/22/24
Ship Via	Truck
Ship Date	11/25/2024
Sold By	House
Terms	Net 30 Days
Btls	288

FOX

CACC

13450
Sold To: **Columbus Area Chamber of Commerce**
Katie Nichols
PO Box 362
Columbus , WI 53925

Ship To: Columbus Area Chamber of
140 N Dickason Blvd
Columbus , WI 53925
920-623-3699

Shipped	Unit	Item#	Description	BO (btl)	Unit Price	Extended Price
12	Bottle	H61523	Pullus - 2022 Halozan White 12/1.0lt		\$10.50	\$126.00
			AA-03-C-08 AC-25-A-03 AD-13-B-02			
11	Bottle	A80110	Airfield Estates "Lone Birch" - 2023 Riesling		\$9.50	\$104.50
			AA-09-B-03 AC-12-E-04			
1	Bottle	A80110	Airfield Estates "Lone Birch" - 2023 Riesling		\$0.00	\$0.00
			AA-09-B-03 AC-12-E-04			
12	Bottle	C02260	Don Rodolfo - 2022 Moscato		\$8.50	\$102.00
			AA-12-D-03 AC-12-B-03 AB-11-F-01			
12	Bottle	H61530	Pullus - 2021 Pinot Noir		\$12.00	\$144.00
			AA-13-C-04 AC-16-D-02 AB-16-G-02			
12	Bottle	C07250	Reunion - 2023 Malbec		\$10.00	\$120.00
			AA-15-D-04 AC-20-D-09 AC-17-D-01			
12	Bottle	T64030	Protea - 2023 Chenin Blanc		\$11.00	\$132.00
			AA-19-A-08 AC-29-D-06			
12	Bottle	D05020	d'Arenberg - 2021 Stump Jump Cabernet Sauvignon		\$9.50	\$114.00
			AA-22-B-01 AC-25-C-07 AD-03-C-01			
12	Bottle	F55100	Marquis de Goulaine - 2023 Vouvray		\$9.50	\$114.00
			AA-29-C-06 AC-30-B-01 AB-28-F-01			
12	Bottle	F54770	Delaunay - 2023 Gamay Touraine Rouge		\$11.00	\$132.00
			AA-32-D-02 AC-32-C-04 AB-32-G-02			
12	Bottle	A67100	Foris - 2023 Moscato		\$8.50	\$102.00
			AB-07-B-07 AB-02-G-01			
12	Bottle	S21570	Marques de Caceres - 2022 Red Blend (Blue Label)		\$8.50	\$102.00
			AB-09-B-05 AB-10-F-02			

L'EFT BANK WINE COMPANY
P.O BOX 418
MCFARLAND, WI 53558

MAIN PHONE: (608) 838-8400
FAX: (608) 838-4090

Invoice # **714897**

Page **Item #2.**

Date **11/22/2024**

Sold To **Columbus Area Chamber of**

Terms **Net 30 Days**

Shipped	Unit	Item#	Description	BO (btl)	Unit Price	Extended Price
12	Bottle	A83210	Hedges - 2022 CMS Cab/Merlot/Syrah		\$12.50	\$150.00
			AC-02-B-06	AB-06-E-02		
12	Bottle	O03030	Berger - 2022 Zweigelt 12/1.0lt		\$12.00	\$144.00
			AC-03-A-01			
12	Bottle	I19840	Vajra, G. D. - 2022 Langhe Rosso		\$12.00	\$144.00
			AC-05-B-05	AD-12-H-01 AD		
12	Bottle	I18080	Vietti - 2023 Moscato d'Asti		\$12.00	\$144.00
			AD-03-A-02	AC-27-G-01		
12	Bottle	A70001	Kings Ridge - 2022 Pinot Noir		\$12.50	\$150.00
			AD-06-A-02			
12	Bottle	S21510	Marques de Caceres - 2020 Satinela		\$9.00	\$108.00
			AD-06-B-04			
12	Bottle	T26050	Goats do Roam - 2022 Rouge		\$9.75	\$117.00
			AD-10-A-02			
12	Bottle	A07010	Cline - 2022 Farmhouse White		\$8.75	\$105.00
			AD-11-A-02			
12	Bottle	D11060	Frisk - 2024 Riesling		\$8.00	\$96.00
			AD-29-A-02			
12	Bottle	A07170	Cline - 2022 Zinfandel Ancient Vines		\$12.00	\$144.00
			AE-06-A-02			
12	Bottle	G58030	Villa Wolf - 2022 Dornfelder semi-dry		\$9.20	\$110.40
			AH-02-B-03			
12	Bottle	G14535	Loosen, Dr. - 2022 "Red Slate" Dry Riesling		\$12.50	\$150.00
			AH-06-A-01	AH-04-D-01		
12	Bottle	O03000	Berger - 2023 Grüner Veltliner 1.0 liter		\$11.25	\$135.00
			AH-10-A-1/2	AH-09-C-02		

L'EFT BANK WINE COMPANY
P.O BOX 418
MCFARLAND, WI 53558

MAIN PHONE: (608) 838-8400
FAX: (608) 838-4090

Invoice # **714897**

Page **Item #2.**

Date **11/22/2024**

Sold To **Columbus Area Chamber of**

Terms **Net 30 Days**

Shipped	Unit	Item#	Description	BO (btl)	Unit Price	Extended Price
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Deliver to Wellspring at 110 S. Ludington St, Columbus, WI. Delivery window between 10a-noon. Katie Sharrow Nichols is the lead contact. Her cell is: 608.669.2445.

Product Total **\$2,989.90**

Sales Tax

Grand Total **\$2,989.90**

☐

Case Count

☐

Pulled

☐

Checked

Received _____

The above signature confirms that this order has been received complete and in good condition unless otherwise noted.



Minuteman Press Item #2.

113 South Street
 Waunakee, WI 53597
 Phone: 608.849.4831 / Fax: 608.237-1847
 www.madison-wi.minutemanpress.com
 waunakee@minutemanpress.com

INVOICE

Invoice Number 34994
 Invoice Date 10/31/2024
 P.O. Date 10/29/2024

Bill to: Columbus Area Chamber-Commerce
 Katie Sharrow Nicholes
 PO Box 362
 Columbus, IN 47201-6214

Phone: 920-623-3699
 Email: kmsharrow@gmail.com

Ship to: Columbus Area Chamber-Commerce
 Katie Sharrow Nicholes
 PO Box 362
 Columbus, IN 47201-6214

Phone: 920-623-3699
 Email: kmsharrow@gmail.com



50 Flyers - Holiday Hop Event - 8.5x11" (Job 59190)	\$35.70
50 Posters - Bling the Season - 11x14" (Job 59189)	\$47.36
2 Wide Format - 2024 Wine Walk Stickers (1 ea of 2 designs) (Job 59187)	\$64.83

Terms: Upon receipt of invoice

2.0000% interest per month on past-due invoices.

Invoice Subtotal:	\$147.89
WI Sales Tax MMP:	\$8.13
Invoice Total:	\$156.02

Balance Due:	\$156.02
---------------------	-----------------

**Click or Scan the QR Code
to Pay Online**



Salesperson: Store Owner

Terms: Upon receipt of invoice

2.0000% interest per month on past-due invoices.

Please pay from this invoice. No statements will be sent.

GUARANTEE :

The undersigned accepts the above delivery on behalf of the customer, and as a condition of credit being extended to the customer, the undersigned personally guarantees payment of this invoice, including any finance or late charges.

Name

If this is not signed it means you have signed copy, approved proof, or signed quote ongoing for all jobs produces on file.

Thank you for your order! We appreciate your business. Please make checks payable to MMP

Information, data, artwork, Quoted and Invoiced Prices generated by Minuteman Press is strictly confidential and is supplied on the understanding that they will be held confidentially and not disclosed to third parties without the prior written consent of Minuteman Press

608-237-1847 113 South Street Waunakee WI 53597.



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: February 3, 2025

Item Title: New Room Tax Funding Guidelines Implementation

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

The new guidelines have been incorporated as part of a new, revamped, online form. The form is accessible from the Tourism Commission's page on the City website under the Government tab. A direct link is currently being promoted on social media via the official City tourism page, [VisitColumbusWisconsin](#). Additional promotion included a highlight in the City's presentation at the annual meeting for the Chamber of Commerce.

List of all Supporting Documentation Attached:

Action Requested of Tourism Commission:

Discussion, possible revision, and take action on adopting proposed new guidelines for awarding room tax funding beginning in 2025.



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: February 3, 2025

Item Title: Discuss and Take Possible Action on Setting 2025 Priorities

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

In the last couple of years, the Tourism Commission has accomplished a major project with the 2023 wayfinding signage and 2024 kayak rental. Continuing this trend is important towards the long-term success of tourism in Columbus. In 2025, Staff would like to prioritize implementing the new room tax guidelines, tourism information via digital signage, increase digital marketing, and prioritizing “heads in beds”.

Additional secondary priorities from past meetings and efforts include an event centered around the movie, Public Enemies, walking tours, print marketing to be handed out at large events, marketing study and survey, and itinerary marketing.

List of all Supporting Documentation Attached:

2025 Staff Tourism Priorities

Action Requested of Tourism Commission:

Discuss and take possible action to set 2025 tourism priorities

2025 Tourism Priorities

- ✓ Finalize and implement the new room tax funding guidelines
- Focus on tourism information with digital signage and/or kiosk in key areas
- Increase the use of digital marketing
- Prioritize “heads in beds”

Finalize and implement the new room tax funding guidelines

This has been initially completed. It will be likely that the first year will be a transition year in which we'll probably have our “regular” groups applying. There's a chance that we may need to have application reviews post March 31st, but that remains to be seen.

Focus on tourism information with digital signage and/or kiosk in key areas

Previous kiosk research was narrowed down to models from Advanced Kiosk and Redyref. Both would be expensive for a single unit and due to potential costs, other smaller digital signage solutions will be explored and possibly implemented. Additionally, identifying key spaces for digital signage and logistics will be key to successful implementation.

February – March: Research all key components of the project.

April – May: Contact various vendors for pricing.

June – July: Reach out to the vendor with the best quote and purchase.

Remainder of the year: Delivery if necessary, training, and implementation.

Increase the use of digital marketing

In past years, Tourism has been overspending in various print media. This includes the two county guides, 4th of July ad book, and Holiday Train ad flyer. Staff will utilize the Chamber of Commerce's Events.com community calendar, Google Ads, Facebook Ads, and prioritize more targeted marketing of larger events.

Prioritize “heads in beds”

The Tourism Commission as dictated by State Statute is required to focus on tourism promotion and development that will ultimately generate paid lodging stays (“heads in beds”). We'll need to reach out to in-town lodging establishments and learn about when people are staying there. This can help better utilize marketing efforts and resources to generate more consistent paid overnight stays throughout the year. We will need event organizers to be more proactive in setting their events at the beginning of each year – at least have a description and date available. Our revamped room tax funding should help facilitate this.



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: February 3, 2025

Item Title: Discuss and Take Possible Action on Purchasing 2025 County Guide Ads

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

Last year, the Tourism Commission approved a quarter-page advertisement in both the Columbia and Dodge County Guide publications. Staff have not received a list of dates for local events and would have to estimate. The Columbia County Guide is published up to 15,000 copies and will include quarterly email blasts to 50,000 in target markets outside of the Columbia County and a monthly admail blast to 20,000 local area residents. A quarter-page would cost \$555. The Dodge County Guide will be implementing changes to its publication as Dodge County is expected to experience a boom in the 65+ age demographic. Up to 20,000 copies will be printed and include impressions on wisconsinnews.com in a 2-hour radius outside of Dodge County. A quarter-page ad would cost \$745.

Total cost of continuing quarter-page ads would be \$1,300.

List of all Supporting Documentation Attached:

Cover Letter
 2024 Columbia County Guide
 2025 Columbia County Guide Prices
 2024 Dodge County Guide
 2025 Dodge County Guide Prices

Action Requested of Tourism Commission:

Discuss and take possible action to purchase 2025 County Guide ads from Madison Media Partners

2025 Columbia and Dodge County Tourism Guides

It's that time of year to get our tourism guides together for 2025.

Last year Columbus Tourism placed a quarter-page ad in both Columbia and Dodge County Publications.

New this year. . .

The Columbia County Guide will print 15,000 guides and rack displaying them **BUT** will be including some quarterly **email blasts** promoting the guide to 50,000 emails each quarter, targeting markets outside of Columbia County.

And

Monthly **admail blasts** to 20,000 residents.

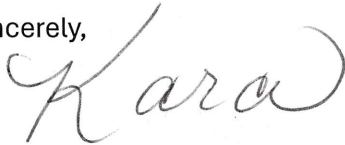
Requests . . .

I will be needing an **updated calendar of events for the year** as well as **reviewing the write-up for Columbus introduction**. Any **new photos** to include would be greatly appreciated. I'm always trying to make it look fresh and inviting.

You will note the deadlines – **February 7th** is what I am requesting for ad space, copy and the calendar updates as well as the introduction to Columbus. Does that sound reasonable?

Please reach out if you have any questions. Thank you.

Sincerely,



Kara Premo-Rake

Account Executive

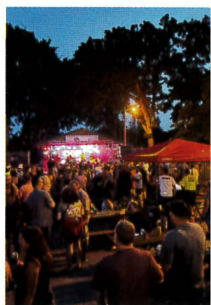
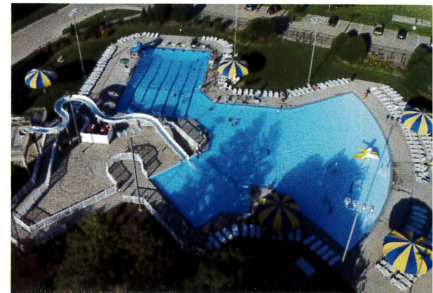
0. 920-356-6772 | Email; kpremo-rake@wiscnews.com

SHOP, TOUR & ENJOY

BEAUTIFUL, HISTORIC COLUMBUS, WI!

COLUMBUS EVENTS:

April 28 Columbus Fireman's Pancake Breakfast
 May 10 & 11 City Wide Garage Sales
 May 11 Odd Food Truck Fest & Craft Show - Fireman's Park
 May 18 Redbud Day - Downtown
 June 19 Summer Concert - Fireman's Park
 July 2-7 Columbus July 4th Celebration - Fireman's Park
 July 7 - Classic Car Show - Fireman's Park
 July 17 - Summer Concert - Fireman's Park
 August 14 - Summer Concert - Fireman's Park
 September 28 Oddtoberfest - Fireman's Park
 November 30 Small Business Saturday
 TBD Stop, Shop and Sip Event
 TBD Columbus Holiday Parade - Downtown
 TBD CPKC Holiday Train



Visit Columbus for shopping at our specialty shops, dining at our many restaurants, enjoying the outdoors, and join us for our seasonal celebrations. Step back in time and see many homes and buildings listed on the Historic Registry.

Our shops offer a little something for everyone. Enjoy a variety of shops from tiny boutiques to the state's largest Antique Mall. You're sure to find the perfect gift!

Grab a cup of coffee and a treat at one of our coffee shops and bakeries or dine at one of our many restaurants. From authentic Thai to pizza pie, Columbus offers a variety of culinary experiences. Your visit would not be complete without stopping by our local breweries!

Enjoy the outdoors at two golf courses, tennis courts, or biking and hiking trails nestled among gently rolling hills and woodlands. Take the family to our Aquatic Center featuring zero-depth entry and multiple waterslides!

Explore the Crawfish River for fishing and kayaking. Fireman's Park hosts a local baseball team, concerts, and a disc golf course.

See the redbud trees blossom in spring, stay for the week-long Independence Day party, celebrate German culture and food in the fall, and experience the Holiday magic of the community tree lighting and CP Holiday Train lightshow! We offer premier events year-round, so book your overnight stays at our hotel that features an indoor pool and fitness center or one of the historic, quaint bed and breakfasts in town.

Columbus offers many impressive amenities. We have great schools, hospital and clinics, beautiful parks, civic clubs, and Amtrak service to thousands of passengers annually.

*We await your visit to
Columbus, Wisconsin!*

THE LIGHTHOUSE

THRIFT STORE

THRIFT STORE
Gently used clothing,
Furniture and Housewares

**DENT & BENT
GROCERIES**

Non-Profit Organization
• 920-623-0031

W959 Hwy. 16 Columbus, WI
Hours: Mon-Thur 10-4:30; Fri 10-3:30
Closed Sat; Sun 10-3:30

Columbia COUNTY

2025 TRAVEL & COMMUNITY GUIDE
The Area's Only "Official" Travel Magazine!



DEADLINE
Friday,
February 7, 2025

PUBLISHED
Friday,
March 28, 2025

ADVERTISING RATES

FULL COLOR INCLUDED

FULL PAGE	\$2050
1/2 PAGE	\$1105
1/4 PAGE	\$555
1/8 PAGE	\$280

*Creative charges may apply.

**Each ad includes
impressions on
wiscnews.com and
madison.com
in a radius of 2 plus
hours outside
of Columbia County**

AD DIMENSIONS:

Full Page with Bleed:

Total pdf dimensions 8.625" x 11.125"

includes bleed: of .125"

Safe image area margins:

top/bottom .75" right/left .5"

Full Page without Bleed:

7.5" x 9.4375"

1/2 Page Horz. 7.5" x 4.5"

1/2 Page Vert. 3.6875" x 9.4375"

1/4 Page 3.6875" x 4.5"

1/8 Page Horz. 3.6875" x 2.25"



Item #5.

COLUMBUS

SHOP, TOUR AND ENJOY

Visit Columbus for shopping at our specialty shops, dining at our many restaurants, enjoying the outdoors, and join us for our seasonal celebrations. Step back in time and see many homes and buildings listed on the Historic Registry.

Our shops offer a little something for everyone. Enjoy a variety of shops from tiny boutiques to the state's largest Antique Mall. You're sure to find the perfect gift!

Grab a cup of coffee and a treat at one of our coffee shops and bakeries or dine at one of our many restaurants. From authentic Thai to pizza pie, Columbus offers a variety of culinary experiences. Your visit would not be complete without stopping by our local breweries!

Enjoy the outdoors at two golf courses, tennis courts, or biking and hiking trails nestled among gently rolling hills and woodlands. Take the family to our Aquatic Center featuring zero-depth entry and multiple waterslides! Explore the Crawfish River for fishing and kayaking. Fireman's Park hosts a local baseball team, concerts, and a disc golf course.

See the redbud trees blossom in spring, stay for the week-long Independence Day party, celebrate German culture and food in the fall, and experience the Holiday magic of the community tree lighting and CP Holiday Train lightshow! We offer premier events year-round, so book your overnight stays at our hotel that features an in-

door pool and fitness center or one of the historic, quaint bed and breakfasts in town.

Columbus offers many impressive amenities. We have great schools, hospital and clinics, beautiful parks, civic clubs, and Amtrak service to thousands of passengers annually.

We await your visit to Columbus, Wisconsin!



SCAN HERE
TO LEARN
MORE ABOUT
COLUMBUS



DISCOVER MORE AT
VISITCOLUMBUSWI.COM

Columbus, WI is an historic city nestled among gently rolling hills and woodlands along the Crawfish River.

Our charming city is home to many historic buildings offering plenty of amenities and lots of fun things to do!



HISTORIC & VIBRANT CITY

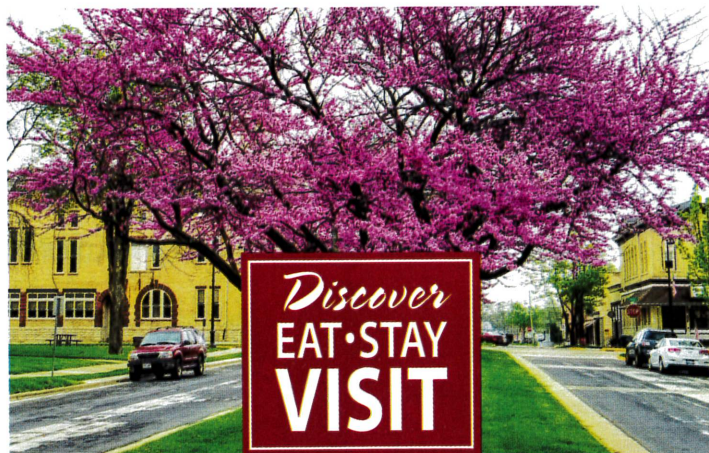
- Amtrak Station
- Downtown Shops
- Diverse Selection of Restaurants
- Modern Aquatic Center
- WI's Largest Antique Mall



A GREAT PLACE TO PLAY!

FESTIVALS & FUN

- Gorgeous Parks & Venues
- Two Golf Courses
- Best place to view the CPKC Holiday Train
- Nearby Camping, Fishing, and Hiking
- Red Bud Day Festival in May
- 4th of July Celebration
- Summer Concerts in the Park
- Farmer's Market
- Stop, Shop and Sip Event
- ATV / UTV Trails
- Cycling Loops and Events



Discover
**EAT • STAY
VISIT**



COLUMBUS Wisconsin
AREA CHAMBER
of Commerce
Our City. Your Business.

columbuswichamber.com



Scan to go to the
Chamber Website



2025 VISITOR/COMMUNITY GUIDE

DODGE COUNTY

A New Direction

FEATURING

Dodge County's attractions, recreational opportunities, history, arts and entertainment plus content on education, business and industry and employment opportunities. This guide will be geared toward attracting visitors and new community members alike. *Don't miss this opportunity to showcase your business!*

DISTRIBUTION

- Up to 20,000 copies will be distributed throughout Dodge, Columbia, Dane, Sauk, Fond du Lac and Washington Counties, as well as the 190/94 corridor, Wisconsin Dells, the Wisconsin State Fair and Northern Illinois.
- Four \$1,000 digital campaigns will run promoting Dodge County in targeted areas during specific times chosen by Discover Dodge.

DEADLINES & RATES

Published: End of March 2025

Deadline: Friday, February 7

FREE
Full Color
on all ads

Rates: Full Page (7.5" x 9.438")

\$2,035

1/2 Page Horiz. (7.5" x 4.5")

\$1,210

1/2 Page Vert. (3.688" x 9.438")

\$1,210

1/4 Page (3.688" x 4.5")

\$745

1/8 Page Horiz. (3.688" x 2.2")

\$435

1/8 Page Vert. (1.781" x 4.5")

\$435

*Each ad includes impressions on
wiscnews.com and madison.com
in a radius 2+ hours outside
of Dodge County*

Back Page

\$2,750

Inside Back Page

\$2,195

Inside Front Page

\$2,195

Page 3

\$2,195

Page 5

\$2,195

BONUS ADVERTISING OPPORTUNITY

Center Spread Pull Out Map inside the guide.

The map will be 8" x 10" and will fold out to a 16" x 20" map of Dodge County.

ONLY THREE ADVERTISING SPOTS AVAILABLE!

Map Front Page (7.25"x9.25")

\$2,750

Map Back Page (7.25"x9.25")

\$2,250

Map Center Spread (15"x9.25")

\$3,500

RESERVE YOUR SPACE NOW!

For more information contact
your media representative today!

Lydia King

(608)577-7878

Julie Kopfhamer

(608)617-9864

Missy Paulson

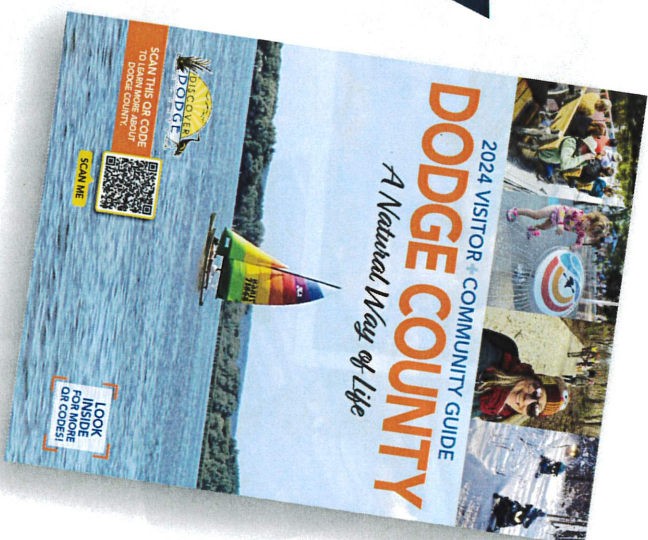
(608)745-3552

Kara Premo-Rake

(920)356-6772

Jeff Statz

(920)356-6776



Daily Citizen
Badgerland Values-Dodge County
Shopping Reminder

www.wiscnews.com/bdc



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: February 3, 2025

Item Title: Tourism Budget Update

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

No new room tax revenues to report. The kayak rental revenue will be a new line item starting 2025.

The notable expenditure includes \$372.44 for the quarterly CivicPlus website contribution. Currently there is \$56,481.48 remaining in the 2025 budget.

Staff contacted CHLPC again for its 2024 Summer Concert Series invoice of \$1,000. If it arrives before Finance closes out the 2024 accounts, it will impact just the 2024 budget. If arriving after the 2024 accounts close, they may not be able to receive funds.

List of all Supporting Documentation Attached:

January 2025 Tourism Budget Statement

Action Requested of Tourism Commission:

Discussion with no additional action requested

CITY OF COLUMBUS

REVENUES WITH COMPARISON TO BUDGET

FOR THE 1 MONTHS ENDING JANUARY 31, 2025

TOURISM COMMISSION

		PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
	ROOM TAX FUNDING					
250-414135-000	CONTRIBUTION FROM ROOM TAX FND	.00	.00	31,500.00	(31,500.00)	.00
	TOTAL ROOM TAX FUNDING	.00	.00	31,500.00	(31,500.00)	.00
	MISCELLANEOUS REVENUES					
250-484810-000	TOURISM; MISC. INCOME/REVENUES	.00	.00	350.00	(350.00)	.00
250-484820-000	TOURISM; INTERST INCOME	.00	.00	100.00	(100.00)	.00
250-484830-000	TOURISM,; KAYAK RENTAL REV	.00	.00	1,000.00	(1,000.00)	.00
	TOTAL MISCELLANEOUS REVENUES	.00	.00	1,450.00	(1,450.00)	.00
	OTHER FINANCING SOURCES					
250-494990-000	TOURISM; CARRY OVER PY FUNDS	.00	.00	23,903.92	(23,903.92)	.00
	TOTAL OTHER FINANCING SOURCES	.00	.00	23,903.92	(23,903.92)	.00
	TOTAL FUND REVENUE	.00	.00	56,853.92	(56,853.92)	.00

CITY OF COLUMBUS

EXPENDITURES WITH COMPARISON TO BUDGET

FOR THE 1 MONTHS ENDING JANUARY 31, 2025

TOURISM COMMISSION

		PERIOD		BUDGET		% OF
		ACTUAL	YTD ACTUAL	AMOUNT	VARIANCE	BUDGET
TOURISM; PERSONNEL						
250-511000-249	TOURISM; MATERIALS & SERVICES	.00	.00	20,000.00	20,000.00	.00
250-511000-310	TOURISM; WEB MEDIA	372.44	372.44	1,600.00	1,227.56	23.28
250-511000-313	TOURISM; MARKETING/ADVERTISING	.00	.00	10,000.00	10,000.00	.00
250-511000-345	TOURISM; SPECIAL EVENTS	.00	.00	10,000.00	10,000.00	.00
TOTAL TOURISM; PERSONNEL		372.44	372.44	41,600.00	41,227.56	.90
TOURISM; CONTRIBUTION TO GF						
250-568000-610	TOURISM; CONTR TO GEN FUND	.00	.00	15,253.92	15,253.92	.00
TOTAL TOURISM; CONTRIBUTION TO GF		.00	.00	15,253.92	15,253.92	.00
TOTAL FUND EXPENDITURES		372.44	372.44	56,853.92	56,481.48	.66
NET REVENUES OVER EXPENDITURES		(372.44)	(372.44)	.00	(113,335.40)	(.33)