



# Tourism Commission Meeting Agenda

Monday, October 06, 2025 at 6:30 PM

Columbus City Hall – 105 N. Dickason Boulevard

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## 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 August 11, 2025

## Public Comment

## New Business

2. Consider and take action to finalize insert for distribution with tour booklets
3. Consider and take action to approve print ads from The Greater Valley Guide
4. Discuss secondary projects to begin working on in 2025
5. Discuss tourism branding
6. Discuss clearing up the Rotary Park mill pond to make it easier and nicer for kayaking and other recreational uses

## 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, August 11, 2025 at 6:30 PM

Columbus City Hall – 105 N. Dickason Boulevard

### Call to Order

The meeting was called to order at 6:35 pm with a quorum consisting of Belschner, Famularo, Hammer, and Walcott. Staff liaison Bennett was also present.

### Notice of Open Meeting

Bennett confirmed the meeting was properly noticed.

### Approval of Agenda

Hammer motioned to approve the agenda with a second by Famularo. Motion carried unanimously.

### Approval of Minutes

1. Consider and take action to approve the minutes from June 30, 2025

Famularo motioned to approve the June 30, 2025 minutes as presented with a second by Hammer. Motion carried unanimously.

### Public Comment

There were no members of the public in attendance for comments. No correspondence was received.

### New Business

2. Consider and take action regarding continuation of creating flyers and distributing them at events

Bennett and Belschner presented the distribution of the joint Tourism - Redbud Players flyer. The Redbud Players had handed out around 3,000 during the 4th of July along with about 800 distributed at National Night Out. They had given out some flyers to cast members. Discussion involved redistributing left over flyers. The Redbud Players and the City will continue to hand them out.

The Tourism Commission discussed creating a smaller version tourism flyer highlighting major 2026 events that could be distributed during the Holiday Train. Belschner motioned to continue the discussion at the next meeting with a second by Famularo. Motion carried unanimously.

3. Discussion regarding the project to create and distribute a tourism insert for historic tour booklets

Bennett reported meeting with the Historic Landmarks Preservation Commission (HLPC) to seek a partnership for creating and distributing tourism marketing materials with the historic tour booklets. The tourism inserts and booklets would be distributed for free to local lodging, attractions, and businesses willing to display them. Bennett and Hammer stated that HLPC would agree to the partnership. Staff would draft an insert that both HLPC and Tourism Commission could approve.

Famularo motioned to move forward with creating a draft tourism insert for the HLPC tour booklets with a second by Belschner. Motion carried unanimously.

4. Consider and take action to make recommendations for the 2026 Tourism budget

Bennett presented the proposed 2026 Tourism budget. The 2026 proposal errs on the side of caution with proposed revenue and anticipates carrying over \$20,000 to put towards digital signage. Bennett highlighted several expenses that will remain the same as 2025 or adjusted to better reflect actual costs. The Tourism Commission wanted to increase the Special Events line item, but staying within the proposed revenues would make that challenging. Staff would like to increase it when appropriate. The overall proposed 2026 Tourism budget would be \$53,750.

Famularo motioned to forward the proposed 2026 Tourism budget to the City Administrator for approval with second by Belschner. Roll call vote: Belschner - aye, Famularo - aye, Walcott - aye, Hammer - aye. Motion carried unanimously.

5. Consider and take action to continue support of the City's digital signage project

Bennett updated the Tourism Commission that the digital signage project would most likely be expanded to include a digital downtown sign that replaces the current library info sign along with adding corridor signage that duplicate the one by Kwik Trip. The digital signs would be connected with the downtown sign. The expanded project would involve the Public Spaces Committee, the City's Community Services Team, and possibly the Chamber of Commerce and local civic groups. Bennett would apply for a Columbus Area Endowment Grant to assist in funding the project.

Discussion highlighted challenges to the portion of the project that involves distributing digital signage at parks. The main challenge would be the lack of WIFI in order to keep them updated. Discussion involved the possibility of improving City WIFI in parks or even have a city-wide WIFI program.

The Tourism Commission directed staff to follow up with the project and would like to get the ball rolling in 2025.

## Adjourn

Famularo motioned to adjourn the meeting with a second by Hammer. Motion carried unanimously. The meeting was adjourned at 7:51pm.

\*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:** October 6, 2025

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**Item Title:** Consider and take action to finalize insert for distribution with tour booklets

**Submitted By:** David Bennett, Communications & Economic Development Coordinator

**Detailed Description of Subject Matter:**

Staff have been developing an insert to be paired with the Historic Landmarks & Preservation Commission's (HLPC) *History and Architecture Tours* booklets. The inserts will feature a list of major events in Columbus and a QR code for the events calendar. The inserts will be a little taller than the booklets to help draw attention to it and the booklet. Staff have created a mock-up for a live demonstration to gauge input from visitors and staff at City Hall.

Branding for Columbus Tourism is in process of being developed and will be added to the flyer once finalized.

**List all Supporting Documentation Attached:**

Tourism Insert Draft

**Action Requested of the Tourism Commission:**

Approve design elements and decide to print in-house or contract with a printing company

Tour booklet insert – front panel

# Local Events

*May*  
**Food Truck Fest**  
**City-wide Garage Sales**

*July*  
**4th of July Celebration**

*August*  
**National Night Out**

*September*  
**Oddtoberfest**  
**City-wide Garage Sales**



Tour booklet insert – back panel



# Local Events

*October*  
**Wine Walk**  
**Freak Week**  
**Halloween Decor Contest**  
**Trick-or-Treat**

*November*  
**Holiday Hop**  
**Holiday Parade**

*December*  
**CPKC Holiday Train**  
**Holiday Decor Contest**





## Agenda Item Report

**Meeting Type:** Tourism Commission

**Meeting Date:** October 6, 2025

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**Item Title:** Consider and take action to approve print ads from The Greater Valley Guide

**Submitted By:** David Bennett, Communications & Economic Development Coordinator

### Detailed Description of Subject Matter:

The Greater Valley Guide (TGVG) has been an outlet in which the Tourism Commission has previously purchased ads for. The TGVG publication is distributed in northeast Wisconsin, specifically the Fox Valley area that includes Appleton, Oshkosh, and Fond du Lac. In 2024, the organization went on hiatus to undergo a succession process. Staff did not renew ads in 2025 and took advantage of free early 2025 ads placement.

Now that the company is back in operation, staff have been contacted about renewing ads in 2026. This would start with the TGVG's winter edition covering November 2025 through January 2026, followed by rotation of print publications with a spring edition (Feb. – Apr.), summer edition (May – July), and fall edition (Aug. – Oct.). The TGVG has 6,000 copies distributed in the Fox Valley area and includes a targeted online distribution to over 2,500 families each month.

Staff would be interested in possibly purchasing the Community Connector ad package that includes both print and digital ads, a featured article, and a Facebook post for an annual cost of \$675.

### List all Supporting Documentation Attached:

TGVG Media Kit

### Action Requested of the Tourism Commission:

Either purchase an ad package for up to the listed amount in the media kit or reject the solicitation from The Greater Valley Guide



KIDS DISCOVER.  
FAMILIES CONNECT.  
COMMUNITIES GROW.

## FOR BUSY KIDS & THEIR FAMILIES

**When kids discover, families connect,  
and communities grow -  
the possibilities for the future are endless.**

We're more than a magazine, we've been a trusted go-to resource for families in the Fox Valley since 2012 - known for being family-focused, fun, and full of things to do, while also focusing on building community connection near and far.

Each quarter, our print publication and our always-on digital platform connect **kids, parents, grandparents, educators, and community members** with the best events, programs, and activities for kids and families.

We believe that when local businesses and nonprofits are visible, our community thrives. That's why we offer **cost-effective advertising solutions** designed for organizations of all sizes, because everyone deserves the chance to be seen.

## SCHEDULE

### WINTER EDITION

November, December, January

### SPRING EDITION

February, March, April

### SUMMER EDITION

May, June, July

### FALL EDITION

August, September, October



## VISIBILITY

### IN PRINT

6,000 Distributed Per Publication

### ONLINE

2,500+ Highly Targeted, Local Families Each Month



## DISTRIBUTION

### SERVING THE GREATER FOX VALLEY AREA

Appleton, Berlin, Darboy,  
Fond du Lac, Kaukauna, Kimberly,  
Little Chute, Menasha, Neenah,  
Omro, Oshkosh, Ripon, Winneconne



MEDIA KIT

GOTGVG.COM

# TOGETHER

WE'RE BUILDING A COMMUNITY  
WHERE KIDS THRIVE &  
FAMILIES FEEL AT HOME



**We're not just selling ads, we're helping businesses and nonprofits become part of the story families will tell for years to come.**

At TGVG, we believe in the power of discovery through connection. Our guide helps kids and families explore programs, activities, and events that spark curiosity, nurture interests, and strengthen family bonds. These shared experiences not only keep families connected today but also build the foundation for the future-ready mindset our kids will carry as the caretakers of tomorrow's communities.

Your ad is more than marketing, it's an investment in the future of our community's kids and the possibilities they'll carry forward. **When local businesses are visible and supported, our entire community thrives.**

By advertising with TGVG, you're not only getting in front of families in print and online – you're aligning your brand with growth, connection, and possibility. Together, we connect the dots between what families need and what you offer.

**COST EFFECTIVE  
AD SOLUTIONS:**

**Print Options**

**Digital Options**

**Website Takeovers**

**Print + Digital for  
Maximum Visibility**

**PRINT**

# AD PACKAGES

Item #3.

## NONPROFIT RATES

**Advertise with us and align your brand with a trusted guide that families turn to season after season.**

For more than a decade, we've been the Fox Valley's go-to resource for families on the move. Newly revamped with more dynamic offerings, our publication continues to connect kids, parents, and community – helping families discover programs, events, and experiences that shape lasting memories.



Subject to Availability.

|                                                                                                                     | ONE QUARTER<br>(3 MONTHS) | TWO QUARTERS<br>(6 MONTHS) | ANNUAL<br>(12 MONTHS) |
|---------------------------------------------------------------------------------------------------------------------|---------------------------|----------------------------|-----------------------|
| <b>1/4 Page Ad (6.74" W x 2.24" H)</b>                                                                              | <b>\$130</b>              | <b>\$245</b>               | <b>\$425</b>          |
| <b>1/2 Page Ad (7.0375" W x 4.56" H)</b>                                                                            | <b>\$325</b>              | <b>\$650</b>               | <b>\$1,200</b>        |
| <b>Full Page Ad (8" W x 10.5" H)</b><br>Bleed: +.25" (Final Size 8.5" x 11"), Live Area: 7.5" x 10"                 | <b>\$650</b>              | <b>\$1,215</b>             | <b>\$2,000</b>        |
| <b>Inside Front Cover (8" W x 10.5" H)</b><br>Bleed: +.25" (Final Size 8.5" x 11"), Live Area: 7.5" x 10"           | <b>\$750</b>              | <b>\$1,350</b>             | <b>\$2,400</b>        |
| <b>Facing Inside Front Cover (8" W x 10.5" H)</b><br>Bleed: +.25" (Final Size 8.5" x 11"), Live Area: 7.5" x 10"    | <b>\$715</b>              | <b>\$1,285</b>             | <b>\$2,285</b>        |
| <b>Back Cover (8" W x 10.5" H)</b><br>Bleed: +.25" (Final Size 8.5" x 11"), Live Area: 7.5" x 10"                   | <b>\$850</b>              | <b>\$1,600</b>             | <b>\$2,800</b>        |
| <b>Inside Back Cover (8" W x 10.5" H)</b><br>Bleed: +.25" (Final Size 8.5" x 11"), Live Area: 7.5" x 10"            | <b>\$750</b>              | <b>\$1,350</b>             | <b>\$2,400</b>        |
| <b>Facing Inside Back Cover (8" W x 10.5" H)</b><br>Bleed: +.25" (Final Size 8.5" x 11"), Live Area: 7.5" x 10"     | <b>\$715</b>              | <b>\$1,285</b>             | <b>\$2,285</b>        |
| <b>Spread (2 Full Page Ads: 8" W x 10.5" H each)</b><br>Bleed: +.25" (Final Size 8.5" x 11"), Live Area: 7.5" x 10" | <b>\$1,200</b>            | <b>\$2,160</b>             | <b>\$2,650</b>        |

## ALL PRINT AD PACKAGES INCLUDE:

**Color Ad**

**In-house Ad Set, If Needed**

**Ad Changes Each Publication**

**Online Directory & Calendar of Events Listing**

**The auto withdrawal option does not require a lengthy contract, you can cancel at any time with the following steps:**

For standard ads, we require one month prepayment, your ad to run in at least two publications, at least a 30 day written notice (via email) and the current ad running at the time of cancellation will need to be paid in full.

For premium ads, we require a two publication prepayment, your ad to run in at least six publications, at least a 60 day written notice (via email) and the current ad running at the time of cancellation to be paid in full.

**FOR MORE INFO & TO SCHEDULE YOUR AD SPACE:**

**Stephanie Piechowski-Seeby**

**(414) 688-3358 • [stephanie@thegreatervalleyguide.com](mailto:stephanie@thegreatervalleyguide.com)**

**GOTGVG.COM**

## NONPROFIT RATES

| *Nonprofit rates available                                                                                        | WEEKLY | MONTHLY | ANNUAL  |
|-------------------------------------------------------------------------------------------------------------------|--------|---------|---------|
| <b>Top Large Banner (728PX W x 175PX H)</b><br>Sitewide, Provide Mobile Size (341 x 100)                          | \$60   | \$180   | \$1,800 |
| <b>Top Small Banner (728PX W x 78PX H)</b><br>Sitewide, Provide Mobile Size (341 x 100)                           | \$40   | \$120   | \$1,200 |
| <b>Bottom Small Banner (728PX W x 78PX H)</b><br>Sitewide, Provide Mobile Size (341 x 100)                        | \$30   | \$80    | \$800   |
| <b>Bottom Large Banner (728PX W x 175PX H)</b><br>Sitewide, Provide Mobile Size (341 x 100)                       | \$40   | \$120   | \$1,200 |
| <b>Home Page Wide Banner (821PX W x 97PX H)</b><br>Choose 1 or 3 Placements, Provide Mobile Size (341 x 100)      | \$52   | \$165   | \$1,600 |
| <b>Home Page Vertical Banner (258PX W x 639PX H)</b><br>Choose 1 or 3 Placements, Provide Mobile Size (341 x 100) | \$56   | \$175   | \$1,700 |
| <b>Inside Vertical Banner (300PX W x 600PX H)</b><br>Next to All Content                                          | \$40   | \$120   | \$1,200 |
| <b>Inside Square Banner (300PX W x 300PX H)</b><br>Next to All Content                                            | \$35   | \$90    | \$960   |

## EXCLUSIVE TAKEOVERS

**HOME PAGE TAKEOVER PACKAGES RECEIVE PRIORITY PLACEMENT OVER ALL OTHER BANNER AD OPTIONS.**

When a Takeover is booked, individual banner ads and semi-takeover packages are temporarily displaced from the home page during the reserved timeframe.

## FULL HOME PAGE TAKEOVER

**INCLUDES:** All 10 Home Page Banners - Top & Bottom (Large & Small) Banners, Wide Banners (3), Vertical Banners (3);  
Top & Bottom Banners Visible on All Pages.

**WEEKLY: \$250**  
**MONTHLY: \$600**  
**ANNUAL: \$3,000**

## SEMI-TAKEOVERS

**HOME DUAL COMBO:**  
1 Home Page Wide &  
1 Home Page Vertical  
(choose section)

**WEEKLY: \$100**  
**MONTHLY: \$250**  
**ANNUAL: \$1,500**

**SMALLS & INSIDE:**  
Top & Bottom Small  
Banners, Inside  
Vertical Banner

**WEEKLY: \$100**  
**MONTHLY: \$250**  
**ANNUAL: \$1,500**

**HOME WIDES & VERTS:**  
All Home Page  
Wide Banners (3) &  
Vertical Banners (3)

**WEEKLY: \$200**  
**MONTHLY: \$400**  
**ANNUAL: \$2,200**

Subject to Availability. Home Page Takeovers Take Precedent.

## ALL DIGITAL AD PACKAGES INCLUDE:

Featured Listing at Top of Directory &  
Calendar of Events

In-house Ad Set, If Needed & Ad Changes

Feature Blog Article (& Print if Space Permits)

One Feature on Social Media (4 for Takeovers)

The auto withdrawal option does not require a lengthy contract, you can cancel at any time with the following steps:

For standard ads, we require one month prepayment, your ad to run in at least two publications, at least a 30 day written notice (via email) and the current ad running at the time of cancellation will need to be paid in full.

For premium ads, we require a two publication prepayment, your ad to run in at least six publications, at least a 60 day written notice (via email) and the current ad running at the time of cancellation to be paid in full.

FOR MORE INFO & TO SCHEDULE YOUR AD SPACE:

Stephanie Piechowski-Seeby

(414) 688-3358 • stephanie@thegreatervalleyguide.com

GOTGVG.COM

# PRINT+DIGITAL

# AD PACKAGES



## NONPROFIT RATES

Families don't just connect with us in one place — they discover us in print, online, and on social media. By choosing an integrated ad package, your business becomes part of that ongoing story, showing up where families learn, plan, and share their experiences.

## KEY BENEFITS OF INTEGRATED SOLUTIONS

### EXTENDED REACH

Appear in print, digital, social, and email — reaching families wherever they are. Your message gets multiple impressions across different platforms, increasing recall.

### COMMUNITY ENGAGEMENT

Ads are paired with trusted content families actively seek out — events, activities, and resources. You're not just "in front" of families, you're part of the conversation about how they spend time and build memories.

### CONSISTENT VISIBILITY

Whether flipping through our quarterly guide or scrolling the website, families see your brand repeatedly. This consistent exposure builds brand recognition and trust.

### AFFORDABLE MULTI-CHANNEL MARKETING

Our bundled packages give small businesses and nonprofits the kind of reach usually reserved for bigger advertisers. Accessible rates ensure you can maximize impact without stretching your budget.

### INVEST IN THE FUTURE

Every ad supports a mission-driven platform that invests in families, children, and community connections. Your brand becomes aligned with helping kids explore, discover, and grow.

## IN PRINT & ONLINE

Together, these channels create a 360° presence for your business.

## COMMUNITY CONNECTOR

### INCLUDES:

Print: 1/4 Page Ad  
Digital: Square Banner (Content Pages)  
1 Social Media Post  
1 Featured Article

**QUARTERLY: \$185**

**ANNUAL: \$675**

## NEIGHBORHOOD BUILDER

### INCLUDES:

Print: 1/2 Page Ad  
Digital: Home Page Wide Banner -OR- Inside Vertical Banner  
2 Social Media Post  
1 Featured Article

**QUARTERLY: \$485**

**ANNUAL: \$1,750**

## MARKET LEADER

### INCLUDES:

Print: Full Page  
Digital: Top Large Banner (Sitewide)  
4 Social Media Post  
1 Featured Article

**QUARTERLY: \$900**

**ANNUAL: \$3,150**

FOR MORE INFO & TO SCHEDULE YOUR AD SPACE:

Stephanie Piechowski-Seeby

(414) 688-3358 • [stephanie@thegreatervalleyguide.com](mailto:stephanie@thegreatervalleyguide.com)

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2025-26 PRINT

# SCHEDULE + DEADLINES



| PUBLICATION                                         | AD CHANGES DUE | FINAL ADS DUE  |
|-----------------------------------------------------|----------------|----------------|
| <b>WINTER EDITION</b><br>NOVEMBER 2025-JANUARY 2026 | SEPT. 25, 2025 | OCT. 7, 2025   |
| <b>SPRING EDITION</b><br>FEBRUARY-APRIL 2026        | DEC. 15, 2025  | JAN. 10, 2026  |
| <b>SUMMER EDITION</b><br>MAY-JULY 2026              | MARCH 24, 2026 | APRIL 10, 2026 |
| <b>FALL EDITION</b><br>AUGUST-OCTOBER 2026          | JUNE 23, 2026  | JULY 10, 2026  |

SUBMIT AD CHANGES & FINAL ADS TO: [stephanie@thegreatervalleyguide.com](mailto:stephanie@thegreatervalleyguide.com)

## SPECIFICATIONS

1/4 PAGE AD

SIZE:  
6.74" W x 2.24" H

1/2 PAGE AD

SIZE:  
7.0375" W x 4.56" H

FULL PAGE AD

SIZE:  
8" W x 10.5" H  
**BLEED:**  
+0.25" / FINAL 8.5" x 11"  
**TEXT AREA:**  
.375" Margins / 7.25" x 9.75"

### ACCEPTED FILE TYPES:

JPG, PDF, OUTLINED EPS

### RESOLUTION:

300DPI

### COLOR FORMAT:

CMYK

GO **TGVG**.COM



## Agenda Item Report

**Meeting Type:** Tourism Commission

**Meeting Date:** October 6, 2025

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**Item Title:** Discuss secondary projects to begin working on in 2025

**Submitted By:** David Bennett, Communications & Economic Development Coordinator

**Detailed Description of Subject Matter:**

With the signage project slated for 2027-2028 Capital Improvements Plan (CIP) and the tour booklet insert project winding down, staff is interested if the Tourism Commission would like to try to tackle other priorities in 2025 or possibly begin prioritizing projects for 2026. Additionally, Staff is working to implement itinerary marketing for the website and Facebook beginning October or November 2025 to build up towards the holiday festivities. Staff plans to continue utilizing this method of promotion going forward.

The other priority discussed earlier in the year included a possible event based on the filming of Public Enemies in Columbus.

Other ideas can be entertained.

**List all Supporting Documentation Attached:**

**Action Requested of the Tourism Commission:**

None requested



## Agenda Item Report

**Meeting Type:** Tourism Commission

**Meeting Date:** October 6, 2025

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**Item Title:** Discuss tourism branding

**Submitted By:** David Bennett, Communications & Economic Development Coordinator

**Detailed Description of Subject Matter:**

Staff have been developing branding for Columbus tourism. Attached is a draft logo for Visit Columbus Wisconsin incorporating the City's brand and elements into the design. The City's logo is tweaked to flow with a new wordmark for the word "Visit". Staff decided to utilize existing tourism naming from social media sites and general use.

Staff would like to discuss ideas and constructive criticism regarding the draft logo and other potential branding with the Tourism Commission.

**List all Supporting Documentation Attached:**

Visit Columbus Logo Draft

**Action Requested of the Tourism Commission:**

Discuss and give direction to staff for branding elements for Tourism

Tourism Logo Draft





## Agenda Item Report

**Meeting Type:** Tourism Commission

**Meeting Date:** October 6, 2025

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**Item Title:** Discuss clearing up the Rotary Park mill pond to make it easier and nicer for kayaking and other recreational uses

**Submitted By:** David Bennett, Communications & Economic Development Coordinator

**Detailed Description of Subject Matter:**

In partnership with the Columbus/Fall River Rotary Club, the Tourism Commission helped purchase kayak rental units in Rotary Park. Since September of 2024, there have been 17 rentals generating \$450. The goal of the project was to fulfill a centennial project for Rotary and to create an amenity for visitors to Columbus, WI.

Staff have been monitoring pond conditions at Rotary Park and noticed during the summer, the pond gets overgrown with vegetation near the kayak launch. Originally, Rotary was planning on getting an aerator to clear out the area. However, it seems that has been backburnered for other priorities.

Staff is looking for direction as to whether to pursue this as a project to enhance the kayak launch at Rotary Park during the summer months.

**List all Supporting Documentation Attached:**

DNR Aerator Regulations

**Action Requested of the Tourism Commission:**

Discuss and give direction to staff for branding elements for Tourism

## Rotary Park Mill Pond Aerator DNR Regulations

DNR permitting is not required provided:

1. The aeration system is attached to a legal structure (pier, retaining wall, etc.). This can be a previously permitted structure or a structure that is exempt from permitting.
2. The mixing action from the aerator does not disturb the lake bottom. Pointing the aerator flow perpendicular to the lakebed or towards the water surface will help ensure that the lake bottom is not significantly disturbed. If these standards cannot be met, please visit [dnr.wi.gov](http://dnr.wi.gov), keyword, "water permit".

In order to protect public safety, ice holes formed from an aerator must be marked with one of the following methods. Please contact the local sheriff's department to report a violation of this requirement (s. 167.26, Wis. Stats.):

- Erect and maintain a barricade around the holes consisting of uprights that are spaced at adequate intervals to maintain the barricade and that are connected by a continuous rope, cord, or similar material placed at least 2.5 feet and not more than 4.5 feet off the surface. The connecting rope, cord, or similar material shall have reflectorized, fluorescent, or lighted ribbon or tape or other reflectorized devices attached to it, so as to be highly visible, and shall be of sufficient strength to allow for the retrieval of the barricade following melting of the ice.
- Erect and maintain a visual warning mechanism that is highly visible and that is reflectorized, fluorescent, or lighted.

Please be aware you may be liable for any accidents that occur due to improperly marked ice holes. Disputes between neighboring landowners may be handled through a civil action. To avoid accidents or injuries, here are some additional best practices that should be followed:

- Limit the open water in the pier vicinity by orienting the circulator to create an upflow of water;
- Operate the aerator or circulator on a timer to limit run time to the duration necessary to keep the pier ice free;
- Install the aerator in a manner that avoids impacting the ice on your neighbor's property or creates unsafe ice conditions in recreational areas known to be used by for ice skaters, fishermen, snowmobilers, etc.