



Tourism Commission Meeting Agenda

Monday, July 06, 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 regarding payment for City light pole banners
4. Nomination and election for the officer positions of Chair, Vice Chair, and Secretary

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: July 6 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 August 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
- Reconsider advertising with county guides and The Greater Valley Guide

List all Supporting Documentation Attached:

- 2027 Early Tourism Budgeting Notes
- June 2026 Budget Statement

Action Requested of the Tourism Commission:

Discuss possible 2027 items to fund and direct staff to get numbers for the August meeting

Strategic Plan Objective:

Tourism Budget Statement 2026.06.23

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	\$ 61,421.31

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	\$ 13,010.61
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	\$ 70.10
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	\$ 33,080.71

- 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	\$ 2,000.00
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	\$ 5,430.95
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	\$ 17,714.52

- Materials & Services received carry over from 2025 of \$20,000
- Notable recent expenditures include:
 - \$2000 payment to The Greater Valley Guide for 2026 marketing – approved in Oct. 2025, they didn't send us an invoice until June 2026
 - Payments for Google Ads – ramp up in summer ads
 - City website contribution
 - Awarding to 6 organizations with Tourism Grants. Reimbursement payments are pending final report

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 ad spends and marketing costs
- 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
 - Possible funding to help with Public Spaces Committee projects
 - Removal of CivicPlus website contributions – will be moved to Media budget



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: July 6 2026

Item Title: Consider and take action regarding payment for City light pole banners

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

Staff noticed that there was a charge to a Tourism account for the light pole banners that are in downtown. The total is \$2,220.00 for 30 banners by DisplaySales. The charge has been removed the Tourism budget and sent to the Public Spaces Committee budget. Staff is inquiring if the Tourism Commission would like to consider this purchase. The banners have already been purchased and installed. This is just a matter of which budget line item it ends up in for accounting purposes.

If the Tourism Commission accepts taking on the cost of the banners, a motion will need to be made to approve the purchase of the 30 banners for \$2,220. If the item is rejected, no action is needed as the Tourism fund is no longer showing the charge. Staff will let the Finance Department know either way.

List all Supporting Documentation Attached:

- Invoice from DisplaySales

Action Requested of the Tourism Commission:

Decide to accept or decline the purchase. If accepted, a motion will be needed to authorize the purchase.

Strategic Plan Objective:



DISPLAYSALES

6300 W Old Shakopee Rd, Suite 112
Bloomington, MN 55438
Phone 800-328-6195 Fax 952-885-0099
accounting@displaysales.com
www.displaysales.com

Invoice

Invoice Number	INV11289
Invoice Date	06/03/2026
Ship Date	06/01/2026
PO Number	Rachel Packard
Order Contact	Rachel Packard
Salesperson	Lori Lundeen
Payment Terms	Net 20
Customer Account	C42289
Due Date	06/23/2026

Bill To:

City of Columbus Accounting
105 N Dickason Blvd
Columbus, WI 53925
Rachel Packard

Ship To:

City of Columbus Public Works
229 E School St
Columbus, WI 53925
Rachel Packard

Item number	Description	Quantity	Unit	Unit Price	Amount
BNR-POLE-24.25X59.75-VINYL	Custom Pole Banner Size: 24.25x59.75" Process: Digital Fabric: 2-Ply - 18oz Vinyl Same Image Front and Back 3" Pole Pockets 2 Grommets 2 designs 15 of each for a total of 30 banners Qty 15 Clocktower design Art # A26461 A Qty 15 Red Bud City design Art A26461 B	30	Each	74.00	\$ 2,220.00
FEE-BNR-SETUP	Setup Fee for Banner Designs Waived for this order SAVINGS OF \$120 (\$60 oer design)	2	Each	0.00	\$ 0.00
FEE-ART	Artwork Fee is \$125 per hour, billed out in 15 minute increments	1	Hour	0.00	\$ 0.00
FEE-FREIGHT	Shipping and Handling FREE for orders placed in April 2026 SAVINGS OF \$83	1	Each	0.00	\$ 0.00

Subtotal	\$ 2,220.00
Sales Tax	\$ 0.00
Total	\$ 2,220.00
Amount Paid	\$ 0.00
Balance Due	\$ 2,220.00

City Banners

TOURISM

250-511 000-345