



Tourism Commission Meeting Agenda

Monday, May 05, 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 April 7, 2025

Public Comment

Unfinished Business

- [2.](#) Review and Approve Flyer Printing and Distribution
- [3.](#) 2025 Budget Update
- [4.](#) Recommend to Council Changes to the Tourism Committee Ordinance

New Business

- [5.](#) 2025 Tourism Priority Update

Staff Reports

- [6.](#) 2025 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: May 5, 2025

Item Title: Review and Approve Minutes from April 7, 2025

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

The Tourism Commission met on April 7, 2025. Staff will present the minutes from that meeting to be reviewed, corrected if necessary, and approved by the commission.

List of all Supporting Documentation Attached:

Meeting Minutes from April 7, 2025

Action Requested of Tourism Commission:

Review, make any corrections, and approve the Tourism Commission minutes from April 7, 2025



Tourism Commission Meeting Minutes

Monday, April 07, 2025 at 6:30 PM

Columbus City Hall – 105 N. Dickason Boulevard

Call to Order

The meeting was called to order at 6:32pm by Walcott.

Roll Call

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

Notice of Open Meeting

Bennett stated that the meeting was properly noticed.

Approval of Agenda

Hammer motioned to approve the agenda and Famularo seconded. Motion was carried by unanimous vote.

Approval of Minutes

1. Review and Approve Minutes of March 3, 2025

Famularo motioned to approve the minutes from March 3, 2025. Hammer seconded. Motion was carried by unanimous vote.

Public Comment

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

Unfinished Business

2. Review and Take Possible Action Regarding Digital Signage

Bennett shared tentative pricing and additional information from Brightsign, Yodeck, and Reach. Bennett had not yet to get sales pitches from Brightsign and Yodeck and had met with a Reach representative.

Potential locations were discussed, and scouting may be needed. Hammer is still waiting to hear back from Amtrak regarding a possible signage location at the Amtrak station. Gas station pumps were discussed as a possibility.

No new action was taken.

3. Discussion and Possible Action for the Creation of Event Flyers and Distribution during the 4th of July Parade

Bennett shared the draft flyer that was designed by Famularo. The Tourism Commission liked that it was a simple design but needs a QR code to be included.

The Commission discussed concerns about distribution and floated the idea of partnering with another organization that would be attending the 4th of July parade to help pass out the flyers. There was additional concern regarding whether or not visitors would even read the flyers.

Hammer motioned to partner with another organization to pass out flyers with a second by Famularo. The motion carried by unanimous vote.

New Business

4. Discussion and Possible Action to Update the Tourism Ordinance

Bennett shared the updated City ordinance 799-25 which affects most boards, committees, and commissions. Bennett stated that as a State-Statute entity, the Tourism Commission was not affected. However, Bennett cited that many of the changes in ordinance 799.25 were already implemented with the Tourism Commission. Bennett recommended moving the Tourism Commission's election of Chair, Vice Chair, and Secretary from the 1st meeting of the year to June in order to better align with Council appointments to the Commission.

Famularo motioned to recommend to Council to repeal and replace Sec. 2-381 of the Columbus Tourism Committee code with the following changes: one-year terms beginning June 1st and elect a chairperson, vice chairperson, and secretary at its first meeting after the Council's first meeting in May or as soon thereafter as the Tourism Commission may meet. Belschner seconded. The motion carries by unanimous vote.

Staff Reports

5. Tourism Budget Update

Bennett shared that there were no new room tax revenues to report, but the kayak rental revenue of \$128.95 was received. The kayak revenue was from very late season spanning late September through early November.

Bennett cited expenditures totaling \$313.30 which included \$22.17 for website domain renewal and \$291.13 for Google Ad.

Bennett noted that six organizations submitted applications for the Tourism Room Tax Reimbursement Grant for 2025. Walcott was impressed at the number of applicants. Bennett stated that some of the applicants also had multiple applications. Bennett will schedule application meetings and plans to have the applications reviewed at either the May or June Tourism meeting.

Future Agenda Items

No new items were brought up for future meetings.

The Tourism Commission's next meeting will take place on Monday, May 5, 2025, at 6:30pm in the City Hall Council Chamber.

Adjourn

Hammer motioned to adjourn the meeting. Famularo seconded. Motion carried. The meeting was adjourned at 7:29pm.

*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: May 5, 2025

Item Title: Review and Approve Flyer Printing and Distribution

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

The Tourism Commission met on April 7, 2025, and reviewed content and design with the addition of a QR code. There was approval of partnering with another group to distribute the flyers during the 4th of July parade. The Redbud Players were the only group to offer the assistance, and no logistics have been discussed.

The Tourism Commission will need to approve how many flyers to print, printing provider, cost, and determine a distributor. If using standard 11"x8" paper or cardstock, the City could print 2 in-color flyers per sheet at a cost of \$0.50 per sheet. Or \$1.00 per sheet if double sided.

List of all Supporting Documentation Attached:

Draft – Flyer for Distribution

Action Requested of Tourism Commission:

Review and take possible action to approve the quantity and pricing and to authorize the City to print flyers and to approve the Redbud Players to distribute the flyers during the 4th of July parade.

Front

EVENTS IN COLUMBUS



Summer Concert Series

Firemans Park, 6:30 pm
July 17, August 14

Beach Night at the Aquatic Center

July 18th

Crawdads Baseball

July 27 & 31

Oddtoberfest

September 27

Freak Week and Trick-or Treat

Week of October 27-31

Holiday Hop and Holiday Parade

Late November

Canadian Pacific Holiday Train

Early December

Sparkle in the Park

Late November - early January

Stop by visitcolumbuswi.com for details and more events!



Back #1



Back #2





Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: May 5, 2025

Item Title: Discussion Regarding Digital Signage Updates

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

Staff have been contacted by the Recreation Department to help with research in digital signage for the Aquatic Center. Administration has expressed interest in digital signage as well. Tourism Commission could partner with departments or allow the City as an organization to pursue digital signage. This topic will be addressed at the appropriate staff-level meetings with Administration.

List of all Supporting Documentation Attached:

Action Requested of Tourism Commission:

Discussion with no additional action requested



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: May 5, 2025

Item Title: Recommend to Council Changes to the Tourism Committee Ordinance

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

The Tourism Commission at its April 7 meeting had motioned to recommend to Council an update to its Ordinance regarding when the terms start, and committee officer elections take place. After double checking to see if there's an automatic election triggered, the City Clerk had recommended adding an exemption to the election requirement for 2025 due to officers already been elected for 2025. Then In 2026, the chairperson, vice chairperson, and secretary would be elected in Tourism's first meeting in June or whenever the 1st meeting after the Council makes its appointments at its 1st meeting in May.

List of all Supporting Documentation Attached:

Sec. 2-381 – Terms. From the Columbus Tourism Committee Ordinance

Redline Draft of Updated Sec. 2-381 – Terms. From the Columbus Tourism Committee Ordinance

Clean Draft of Updated Sec. 2-381 – Terms. From the Columbus Tourism Committee Ordinance

Action Requested of Tourism Commission:

Recommend to the Council to repeal and replace Sec. 2-381 – Terms. of the Columbus Tourism Committee Code with the following changes:

- The member of the hotel and motel industry, and the citizen members shall each serve a one-year term, beginning on June 1 of each year, (from The member of the hotel and motel industry, and the citizen members shall each serve a one-year term, beginning on January 1 of each year,)
- and at its first meeting after the Council's first meeting in May or as soon thereafter as the Tourism Commission may meet, shall elect a chairperson, vice chairperson, and secretary. (from and at its first meeting of each calendar year, shall elect a chairperson, vice chairperson, and secretary.)

and to exempt election of chairperson, vice chairperson, and secretary in 2025, with the next election of Tourism officers to take place as per the updated ordinance in 2026.

Sec. 2-381. - Terms.

The mayor shall serve during the duration of his or her term. The council representative shall be appointed annually by the mayor and confirmed by the common council at its first meeting of May in each year. The mayor shall appoint the member of the commission that represents the hotel and motel industry, and the three citizen members. The member of the hotel/motel industry and the three citizen members shall be confirmed by a majority vote of the members of the common council who are present when the vote is taken. The member of the hotel and motel industry, and the citizen members shall each serve a one-year term, beginning on January 1 of each year, and each term shall be served at the pleasure of the mayor, and each may be appointed for successive one-year terms. The members of the commission shall meet regularly, and at its first meeting of each calendar year, shall elect a chairperson, vice chairperson and secretary.

(Ord. No. 711-14, § 1, 10-21-14; [Ord. No. 726-15](#), §§ 1, 2, 1-8-16)

REDLINE DRAFT**Sec. 2-381. - Terms.**

The mayor shall serve during the duration of his or her term. The council representative shall be appointed annually by the mayor and confirmed by the common council at its first meeting of May in each year. The mayor shall appoint the member of the commission that represents the hotel and motel industry, and the three citizen members. The member of the hotel/motel industry and the three citizen members shall be confirmed by a majority vote of the members of the common council who are present when the vote is taken. The member of the hotel and motel industry, and the citizen members shall each serve a one-year term, beginning on ~~January~~ June 1 of each year, and each term shall be served at the pleasure of the mayor, and each may be appointed for successive one-year terms. The members of the commission shall meet regularly, and at its first meeting ~~of each calendar year~~ after the Council's first meeting in May or as soon thereafter as the Tourism Commission may meet, shall elect a chairperson, vice chairperson and secretary.

(Ord. No. 711-14, § 1, 10-21-14; [Ord. No. 726-15](#), §§ 1, 2, 1-8-16)

CLEAN DRAFT**Sec. 2-381. - Terms.**

The mayor shall serve during the duration of his or her term. The council representative shall be appointed annually by the mayor and confirmed by the common council at its first meeting of May in each year. The mayor shall appoint the member of the commission that represents the hotel and motel industry, and the three citizen members. The member of the hotel/motel industry and the three citizen members shall be confirmed by a majority vote of the members of the common council who are present when the vote is taken. The member of the hotel and motel industry, and the citizen members shall each serve a one-year term, beginning on June 1 of each year, and each term shall be served at the pleasure of the mayor, and each may be appointed for successive one-year terms. The members of the commission shall meet regularly, and at its first meeting after the Council's first meeting in May or as soon thereafter as the Tourism Commission may meet, shall elect a chairperson, vice chairperson and secretary.



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: May 5, 2025

Item Title: 2025 Tourism Priority Update

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

The Tourism Commission is hitting its stride, staff would like to revisit the timeline set back earlier in the year. So far, everything has been on track time wise. The following is a tentative timeline highlighting set priorities. Additionally, we're on track to begin secondary priorities.

- June - Review grant applications & finalize printing of flyers to be distributed by another group during the 4th of July parade. Ramp up summer marketing.
- July - Finalize or be close to it, digital signage. Begin budgeting and working on secondary projects
- August - Finalize if not done already, digital signage. Finalize budget.
- September - Implementation of digital signage, work on secondary projects, ramp up fall marketing.
- October - Begin holiday marketing, work on secondary projects, revisit additional digital marketing partnerships.
- November - Ramp up holiday ads, secondary projects, begin &/or finalize priorities planning for 2026. Begin the rounds for grant applicants to submit final report materials
- December - Gather grant final report materials, No meeting if we already finalized 2026 priorities in Nov.

List of all Supporting Documentation Attached:

Action Requested of Tourism Commission:

Discussion with no additional action requested



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: May 5, 2025

Item Title: 2025 Budget Update

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

No new room tax revenues to report. Expenditures from Google Ads have not been reported yet. Staff is in a transition to utilizing a new process to track budget revenues and expenses in more real-time. As of the March budget statement, there is \$55,356.35 remaining for 2025.

Staff has met with each applicant for the Tourism Reimbursement Grant and has been collecting information for their applications. Review of the applications is anticipated for the June Tourism meeting and will most likely use up the full Special Events line item in the 2025 budget.

List of all Supporting Documentation Attached:

March 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 3 MONTHS ENDING MARCH 31, 2025

TOURISM COMMISSION

		PERIOD		BUDGET		% OF
		ACTUAL	YTD ACTUAL	AMOUNT	VARIANCE	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	27.20	100.00	(72.80)	27.20
250-484830-000	TOURISM,; KAYAK RENTAL REV	128.95	128.95	1,000.00	(871.05)	12.90
TOTAL MISCELLANEOUS REVENUES		128.95	156.15	1,450.00	(1,293.85)	10.77
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		128.95	156.15	56,853.92	(56,697.77)	.27

CITY OF COLUMBUS

EXPENDITURES WITH COMPARISON TO BUDGET

FOR THE 3 MONTHS ENDING MARCH 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	22.17	466.52	1,600.00	1,133.48	29.16
250-511000-313	TOURISM; MARKETING/ADVERTISING	291.13	291.13	10,000.00	9,708.87	2.91
250-511000-345	TOURISM; SPECIAL EVENTS	.00	.00	10,000.00	10,000.00	.00
TOTAL TOURISM; PERSONNEL		313.30	757.65	41,600.00	40,842.35	1.82
TOURISM; CONTRIBUTION TO GF						
250-568000-610	TOURISM; CONTR TO GEN FUND	.00	739.92	15,253.92	14,514.00	4.85
TOTAL TOURISM; CONTRIBUTION TO GF		.00	739.92	15,253.92	14,514.00	4.85
TOTAL FUND EXPENDITURES		313.30	1,497.57	56,853.92	55,356.35	2.63
NET REVENUES OVER EXPENDITURES		(184.35)	(1,341.42)	.00	(112,054.12)	(1.20)