



AGENDA
City of Milton
Tourism Development Committee
Thursday, January 25, 2018
8:30 a.m.
MILTON CITY HALL
Conference Room
710 S. Janesville Street

1. Call To Order
2. Approve Agenda
3. Approval Of Minutes - December 12, 2017

Documents:

[TOURISM DEVELOPMENT COMMITTEE MINUTES 12-12-17.PDF](#)

4. Discussion And Possible Action On Development Of Short Videos To Promote The City Of Milton
5. Discussion And Possible Action On Advertising On Spectrum Reach In 2018
6. Discussion And Possible Action On Development Of 2018 Marketing Plan
7. Discussion And Possible Action On 2018 Budget And Work Plan

Documents:

[2018 TOURISM DEVELOPMENT COMMITTEE BUDGET.PDF](#)

8. General Items
9. Set Next Meeting Date
10. Motion To Adjourn

**Please note that upon reasonable notice, at least 48 hours in advance, efforts will be made to accommodate the needs to disabled individuals through appropriate aids and services. For additional information to request this service, please contact the City Clerk's office at 868-6900, 710 S. Janesville Street, Milton, WI 53563.

Notice is hereby given that a majority of the Common Council may be present at this meeting at the above mentioned date and time to gather information about a subject over which they have decision-making responsibility. This constitutes a meeting of the City Council pursuant to State ex rel. Badke v. Greendale Village Bd., 173 Wis. 2d 553, 494 N.W. 2d 408 (1993) and must be noticed as such, although the City Council will not take any formal action at this meeting.

Posted by: Leanne Schroeder, January 19, 2018

City of Milton
Tourism Development Committee
December 12, 2017

Call to order

Chairperson Tony Astin called the December 12, 2017 meeting of the Tourism Development Committee to order at approximately 8:38 a.m.

Present: Chairperson Tony Astin, Ald. Lynda Clark, Tami Dosch, Gail Nordlof, and Terry Williamson.

Also present: Kari Klebba and Administrative Services Director Inga Cushman.

Approve Agenda

T. Dosch motioned to approve the agenda. Ald. Clark seconded, and the motion carried.

Approval of Minutes – November 15, 2017

G. Nordlof motioned to approve the minutes. T. Dosch seconded, and the motion carried.

Discussion and possible action on funding request from the Milton House Museum / Milton Historical Society for the Milton House Museum brochure

Ald. Clark motioned to have the remaining 2017 budget funds go toward the Milton House brochure. T. Williamson seconded, and the motion carried.

Review of presentation by Andrew Nussbaum

The committee discussed the key takeaways from the discussion with A. Nussbaum from the Wisconsin Department of Tourism. The committee requested staff organize an additional meeting with A. Nussbaum to discuss in more detail some of the key concepts he presented. A. Nussbaum will also be presenting to the Council at their June 5, 2018 meeting.

Discussion and possible action on 2018 budget and work plan

The committee discussed the draft 2018 budget and work plan.

Discussion and possible action on advertising on Spectrum Reach in 2018

The committee discussed the reports that were received from Spectrum Reach and potential options to increase performance.

General Items

There were no general items.

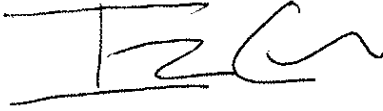
Next Meeting Date – December 21, 2017 and January 25, 2018

The next meeting of the Tourism Development Committee will take place on December 21, 2017 at 10 a.m. to view a webinar about winter marketing from the Wisconsin Department of Tourism. The next regular meeting for the Tourism Development Committee will take place on January 25, 2018 at 8:30 a.m.

Motion to Adjourn

T. Williamson motioned to adjourn the December 12, 2017 meeting of the Tourism Development Committee at approximately 9:47 a.m. Ald. Clark seconded, and the motion carried.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read 'I. Cushman', written over a horizontal line.

Inga Cushman
Administrative Services Director



City of Milton

Tourism Development Committee

2018 Budget / Work Plan

MISSION

The mission of the City of Milton Tourism Development Committee is to promote and improve the City's image as a great place to visit, to attract increased numbers of travelers, and to increase tourist spending in Milton.

2017 BUDGET AND WORK PLAN RECAP

- 2017 Budget Amount - \$5,827.30
 - Spectrum Reach Television Campaign - \$2,500
 - Wally's Music Fest Television Commercial Production - \$75
 - MACC Chicken BBQ / Arts & Crafts on the Lawn Commercial Production - \$75
 - 2018 Rock County Guide Advertisement - \$760
 - Print Map Pads - \$742
 - Governor's Conference on Tourism - \$365 (one full scholarship, one partial scholarship)
 - Mail information about brochure to businesses - \$33.12
 - Mail information about brochure listings to businesses - \$23.92
 - Advertising for Merry Milton - \$500
 - Merry Milton Tree Lighting Sponsorship - \$250
 - Milton-Milton Junction merger celebration advertising - \$50
 - Rock County Fair Basket - \$5.80
 - Other Potential Projects (Training, Cooperative Advertising, Research, etc.) - \$447.46

2018 BUDGET AND WORK PLAN OVERVIEW

Budget Amount

- 2018 Budget - \$5,000
- 2018 Additional Revenue from Guide - \$850 (estimated)

Planned Projects

- Spectrum Reach Television Campaign (May – December) - \$3,500
- 2019 Rock County Guide Advertisement - \$760
- 2019 Milton Tourism Guide Expenses - \$75
- Governor's Conference on Tourism - \$600 (one scholarship, including hotel stay)
- Other Potential Projects (Training, Cooperative Advertising, Research, etc.) - \$915

MILTON TOURISM DEVELOPMENT COMMITTEE MEMBERS

Tony Astin, Chairperson	Ald. Lynda Clark
Tami Dosch	Gail Nordlof
Cori Olson	Terry Williamson
VACANT	Al Hulick, Ex Officio Member
Kari Klebba, Ex Officio Member	Dani Stivarius, Ex Officio Member