



AGENDA
City of Milton
Tourism Development Committee
Thursday, February 1, 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 - January 25, 2018

Documents:

[TOURISM DEVELOPMENT COMMITTEE MINUTES 01-25-18.PDF](#)

4. Discussion And Possible Action On 2018 Budget And Work Plan

Documents:

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

5. Discussion And Possible Action On Advertising On Spectrum Reach In 2018
6. Discussion And Possible Action On Contract With Eric Stelter For Production Of Short Videos
7. Discussion And Possible Action On Development Of 2018 Marketing Plan
8. Discussion And Possible Action On Wisconsin Governor's Conference On Tourism
9. Discussion And Possible Action On Distribution Of 2018 Milton Tourism Guides
10. General Items
11. Set Next Meeting Date
12. 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 26, 2018

City of Milton
Tourism Development Committee
January 25, 2018

Call to order

Chairperson Tony Astin called the January 25, 2018 meeting of the Tourism Development Committee to order at approximately 8:34 a.m.

Present: Chairperson Tony Astin, Tami Dosch, Cori Olson, Gail Nordlof, and Terry Williamson.

Also present: Eric Stelter, Becky Baker, Dani Stivarius, Kari Klebba, City Administrator Al Hulick, and Administrative Services Director Inga Cushman.

Approve Agenda

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

Approve Minutes – December 12, 2017

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

Discussion and possible action on development of short videos to promote the City of Milton

The committee discussed timeline, pricing, and creative ideas for videos with E. Stelter. The cost will be about \$200 for a 30 second video and generally a two-week production time. The committee will discuss this item further at a future meeting.

Discussion and possible action on advertising on Spectrum Reach in 2018

B. Baker presented the committee with some potential changes in channels for 2018. The committee discussed the changes and the potential budget for the ads. The committee will discuss this item further at a future meeting.

Discussion and possible action on development of 2018 Marketing Plan

This item was postponed until a future meeting.

Discussion and possible action on 2018 Budget and Work Plan

The committee discussed possible changes to the budget and work plan. The committee will discuss this item further at a future meeting.

General Items

There were no general items.

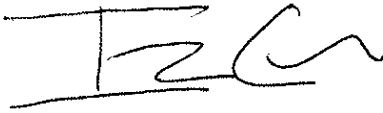
Set Next Meeting Date

The next meeting of the Tourism Development Committee will take place on February 1, 2018 at 8:30 a.m.

Motion to Adjourn

T. Astin motioned to adjourn the January 25, 2018 meeting of the Tourism Development Committee at approximately 10:04 a.m. T. Williamson seconded, and the motion carried.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read 'IC' followed by a stylized flourish.

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