



AGENDA
City of Milton
Tourism Development Committee
Thursday, July 26, 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 - June 21, 2018

Documents:

[TOURISM DEVELOPMENT COMMITTEE MINUTES 06-21-18.PDF](#)

4. Discussion And Possible Action Regarding Milton Video Productions
5. Discussion And Possible Action On Distribution Of 2018 Milton Tourism Guides
6. Discussion On Development Of Milton Tourism Consortium
7. Discussion And Possible Action On Development Of 2019 Milton Tourism Guide

Documents:

[MILTON_2019_BROCHURE_MAP.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 Schreoder
July 20, 2018

**City of Milton
Tourism Development Committee
June 21, 2018**

Call to order

Chairperson Tony Astin called the June 21, 2018 meeting of the Tourism Development Committee to order at approximately 8:34 a.m.

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

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

Approve Agenda

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

Discussion and possible action regarding Milton Video Productions

Ald. Clark motioned to approve the first #WAM #WeAreMilton video. G. Nordlof seconded, and the motion carried.

Discussion and possible action on distribution of 2018 Milton Tourism Guides

Director Cushman is working on obtaining a distribution update from CSI Media.

Discussion and possible action on development of 2019 Milton Tourism Guide

The committee decided to move forward with the creation of a 2019 guide, and Director Cushman will work on obtaining an advertisement price sheet from CSI Media for the committee to officially approve at the next meeting.

General Items

The committee briefly discussed doing something in conjunction with city-wide rummage sales, but decided not to have it on a future agenda for action.

K. Klebba reported on Civil War Living History Days, and stated that more people from outside of Rock County attended Civil War Days than those who live within Rock County.

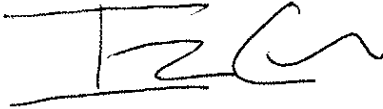
Set Next Meeting Date

The next meeting of the Tourism Development Committee will take place on July 26, 2018 at 8:30 a.m.

Motion to Adjourn

T. Williamson motioned to adjourn the June 21, 2018 meeting of the Tourism Development Committee at approximately 9:17 a.m. T. Dosch 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



July 17, 2018

Inga Cushman
Tourism Development Committee
710 Janesville St.
Milton, WI 53563

Dear Inga:

Thank you for the opportunity to present a proposal for publishing the Milton Brochure.

We are once again very excited to work with you on this project and build upon past successes.

We are proposing that CSI Media, LLC, manage all aspects of this project except for non-advertising content and photos. Heidi Springer and Jody Wintheiser will lead this project for you and will be joined by a very strong team of experienced creative designers.

The timeline for production is based over the sales cycle for past years projects.

Sincerely,

Heidi Springer
Sales Operations manager
P: 262-728-3424 ext 101
E: hspringer@communityshoppers.com



Proposed Plan for Milton's Tourism Development Committee

Submitted by Heidi Springer

Objectives:

The objectives for this partnership include the following:

- Publish a very high quality resource for the Milton Area community
- Strengthen relationships even further with participating businesses
- Provide potential for a revenue-sharing opportunity

Plan:

Heidi Springer and Jody Wintheiser of CSI Media, LLC will work with Inga Cushman and her team to follow a timeline with assignments and completion dates. The timeline will include the following*:

- Announcement letter by MTDC
- Sales presentations by CSI media consultants
- Advertising deadline for ads –October 16, 2018
- Photos deadline – October 10, 2018
- Other non-advertising content deadline – October 15, 2018
- Layout of section completed – October 17, 2018
- Advertising proofs out – October 23, 2018
- Advertising proof return deadline – October 26, 2018
- Magazine proof to MTDC – October 31, 2018
- Magazine proof corrections marked – November 5, 2018
- Magazine proof corrections performed by CSI
- Final proof of magazine to MTDC November 8, 2018
- If necessary, final magazine proof corrections marked – November 12, 2018
- If necessary, final magazine proof corrections performed by CSI
- Printed pieces delivered – by December 17, 2018

*This timeline subject to adjustments as necessary as details are finalized.

Revenue Sharing:

CSI will return 10% of revenue collected within 90 days of billing to MTDC for the 2019 Milton Brochure. Target revenue for the 26 page map/brochure is \$11,000.

