

March 7, 2016

Upon reviewing the Tourism Committee's 2013-2015 agendas/minutes, the following items were discussed or actions taken by the committee.

- Development of the annual City Budget tourism request.
- Received overview of current TIF Districts.
- Authorization to attend Governor's Conference on Tourism.
- Development of a downtown beautification plan for Merchant Row.
- Development of a work plan to review City's logo, marketing, and branding.
- Update of the City's sign code.
- Advertising in a Wisconsin Tourism travel supplement.
- Advertising in Beloit Daily tourism guide.
- Development of a 2013 City guide and future of MACC tourism brochure.
- Committee's role in City's fourth of July celebration and parade theme.
- Inclusion in the Travel Wisconsin Fall/Winter Guide.
- Advertising in Courier Camper Edition.
- City of Milton Brochure cost, content, printing, and distribution.
- Discussed on design of new City Logo.
- Winter season tourism events and advertisements.
- Update on City of Milton maps.
- Reviewed MACC's funding request.
- Distribution of the new tear-off map pads.
- Creation of City's tourist itineraries that could be uploaded to WI Dept. of Tourism.
- Feasibility of City as a Hot Rod Tour stop.
- Development of a City farmer's market.
- Milton Historical Society as host of the Civil War Living History.
- Development of a Tourism Committee mission statement.
- Committee participation at the Rock County Fair.
- Development of a Charter Media community television commercial.
- Purchasing "Today in America" b-roll footage taken of the City.
- Potential billboard costs and locations.
- Development of a flyer or brochure to promote community events.
- Inclusion in the Rock County Tourism Guide.
- Inclusion of a Tourism Brochure with City's utility bills.

It should be noted that some items, such as the development of the budget recommendation or advertising in a certain publication, were repeated each year.