



AGENDA
City of Milton
Tourism Development Committee
Thursday, January 30, 2014
8:30 a.m.
SHAW MUNICIPAL CENTER
Council Chambers
430 E. High Street

1. Call to Order
2. Approve Agenda
3. Approve Minutes – December 19, 2013
4. Discussion and possible action on committee representation at the 2014 Governor's Conference on Tourism
5. Discussion and possible action on booth space at the 2014 Governor's Conference on Tourism
6. Discussion and possible action on approval of MACC's 2014 funding request
7. Discussion and possible action on distribution of the new tear-off map pads
8. Discussion and possible action on creation of City of Milton tourist itineraries
9. Discussion and possible action on winter tourism events and advertisements
10. Discussion and possible action on 4th of July parade theme
11. General Items
12. Set Next Meeting Date
13. 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, 430 E. High Street, Milton, WI 53563.

Notice is hereby given that a majority of the City Council is expected to be present at this meeting scheduled for the above date and time indicated 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.2d408 (1993), and must be noticed as such, although the Council will not take any formal action at this meeting.

Posted by: Michelle Ebbert

01/24/14

City of Milton
Tourism Development Committee
Thursday, December 19, 2013

Call to Order

Administrator Schuetz called the meeting to order at 8:35 a.m.

Present: Tony Astin, Tami Dosch, Nancy Lader, Gail Nordlof, Maxine Striegl, and Beth Drew.

Also Present: MACC Executive Director JoLynn Burden, Assistant to the Administrator Inga Cushman, and City Administrator Jerry Schuetz.

Approve Agenda

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

Approve Minutes – November 21, 2013

M. Striegl motioned to approve the minutes. N. Lader seconded, and the motion carried.

Discussion and possible action on City of Milton Brochure production

Assistant Cushman stated that she had a meeting scheduled with the Courier staff and MACC Executive Director Burden after the Tourism Development Committee meeting to discuss the final design of the brochure. No action is required at this time.

Discussion and possible action on winter tourism events and advertisements

Administrator Schuetz commented on Department of Tourism Secretary Stephanie Klett, her speech at the MACC Banquet, and some of the information tied into the brief discussion at the last meeting regarding a winter event in Milton. He wanted to know what the committee's interest is in planning a winter event. His idea is to have a holiday parade. Director Burden suggested a holiday parade on a Saturday followed by another event like a chili cook off or something similar and the Christmas Walk can be the next day on Sunday. Discussion followed about possible events and dates. The commission would like this to be on the next agenda for further discussion.

Update on City of Milton maps

Administrator Schuetz stated that businesses did not pay to be on the tear off map. Staff tried to select only businesses that an out of town visitor might seek to find and broke the businesses down into categories. Discussion followed about what businesses are included on the map. The commission asked that some additional retail businesses be included on the map and the Ice Age Trail be incorporated. The commission had a general consensus to move forward with the map with the suggested changes.

General Items

Director Burden stated that she met with Patrick Riesma from the State of Wisconsin Department of Tourism, Administrator Schuetz, and Assistant Cushman to discuss resources and potential funding from the Department of Tourism.

Set Next Meeting Date

The next meeting of the Tourism Development Committee will take place on January 30, 2014 at 8:30 a.m.

Motion to Adjourn

B. Drew motioned to adjourn the meeting at 9:07 a.m. N. Lader seconded, and the motion carried.

Respectfully submitted,

Inga Cushman
Assistant to the City Administrator



OFFICE OF THE CITY ADMINISTRATOR

MEMORANDUM

To: Tourism Development Committee
Cc: Mayor Frazier
Common Council
From: Jerry Schuetz, City Administrator
Date: January 24, 2014
Subject: Agenda Review – January 30, 2014 Tourism Development Committee Meeting

Agenda Item #4 Discussion and possible action on committee representation at the 2014 Governor's Conference on Tourism

Submitting Staff Member: Jerry Schuetz, City Administrator

Recommended Action: None. It is a policy decision of the Committee to determine if and/or who from the Committee should attend the Governor's Conference on Tourism. Staff is providing information regarding the tourism budget and other funding sources so that the Committee can make an informed decision on this training opportunity.

Description: The 2014 Governor's Conference on Tourism is March 2-4 in Lake Geneva. The committee has previously chosen to send a member or members to the conference. The conference registration is \$225 for the entire conference or \$140 for a day. The tourism budget of tax levy dollars for 2014 is \$2,500. Approximately \$1,800 is tentatively earmarked for MACC tourism related events, with the remaining balance currently set aside for the Rock County Tourism Guide.

It is a policy decision of this committee as to how it seeks to use its allocated funding. Staff recommendation is that if a committee member seeks to attend, that they be authorized to attend for one (1) day, and could use the City vehicle to avoid mileage costs. If the committee seeks to have a member attend, they should also select which member. If a Council member seeks to attend, they could use funds from the Council's training budget.

Attachments:

- WIGCOT 2014 Registration Information

Agenda Item #6 Discussion and possible action on approval of MACC's 2014 funding request

Submitting Staff Member: Jerry Schuetz, City Administrator

Recommended Action: To recommend that the Common Council approve the 2014 funding request from the Milton Area Chamber of Commerce as presented.

Description: The City's annual tourism budget for 2014 is \$2,500. The City received a funding request from the Milton Area Chamber of Commerce, (MACC) in the amount of \$1,812.50, to help promote tourism events in the City of Milton that include the annual Chicken BBQ, the Malt and Hops Festival and the Christmas Walk. The funding does not cover the cost of the events

themselves, but instead the promotion of them as events that can (and do) draw people into the City of Milton. The City honored a similar funding request in 2013 for all the events, each of which were successful.

Attachments:

- MACC 2014 Tourism Committee Funding Request

wigcot20 4 registration

Register on-line at wigcot.org

Badge Information

*This is how your badge will read. Please print clearly!

*First name: _____

*Last name: _____

*Title/Position: _____

*Company: _____

Address: _____

*City: _____

*State: _____ Zip: _____

Phone: _____ Fax: _____

E-Mail: _____

Our preferred method to send registration confirmations is via e-mail, please include yours.

Emergency contact: _____

Phone: _____

Please check here if you prefer a vegetarian meal.

Registration Fees

- Early-Bird Registration (prior to 1/31/2014): \$225
- Full Registration (after 1/31/2014): \$275
- Day Registration (Monday or Tuesday): \$ 40
- Full Student Registration: \$75
- Day Student Registration (Monday or Tuesday): \$50
- Governor's Awards Dinner Only: \$60

Method of Payment

Check VISA Master Card Purchase Order

Amount Enclosed: \$ _____

Credit Card # _____

Exp. Date _____ MC or VISA only (Please circle)

Signature: _____

Please make checks payable to the Governor's Conference on Tourism.

Mail to: Governor's Conference on Tourism
PO Box 8690
Madison, WI 53708-8690

OR fax: (608)266-3403 Questions? Call Dawn Zaroni at (608)266-3978

For administrative purpose only:

PM: _____ RCVD: _____ CH#: _____ Initial: _____ Date: _____

Agenda-at-a-Glance

For complete program descriptions visit wigcot.org.

SUNDAY, MARCH 2

- Noon – 6:00pm: Registration
- 3:00pm – 5:00pm: Governor's Council on Tourism Meeting
- 6:00pm – 9:00pm: Opening Reception – Grand Geneva

MONDAY, MARCH 3

- 6:30am – 3:30pm: Registration
- 7:45am – 8:30am: Kick-Off Breakfast
- 9:00am – 10:5am: Opening Address
- 10:30am – 11:45am: Keynote Presentation – Eric Whitacre
- 12:15pm – 1:30pm: Lunch and Showcase
- 2:00pm – 3:5pm: Concurrent Breakouts
- 3:30pm – 6:00pm: Marketplace/Taste of Wisconsin
- 6:00pm – ???: Open Night

TUESDAY, MARCH 4

- 6:30am – 3:30pm & 5:00pm – 6:30pm: Registration
- 7:45am – 9:00am: Wisconsin Tourism Partnership Breakfast
- 9:20am – 10:30am: Opening Program with Roger Brooks
- 10:45am – 11:45pm: Keynote Presentation – Jim Knight
- 12:15 – 1:15pm: Lunch
- 1:30pm – 2:45pm: Workshops
- 3:15pm – 4:30pm: Roundtables
- 5:30pm – 6:30pm: Dinner Reception
- 6:45pm – 9:00pm: Governor's Dinner and Awards Celebration

wigcot policies

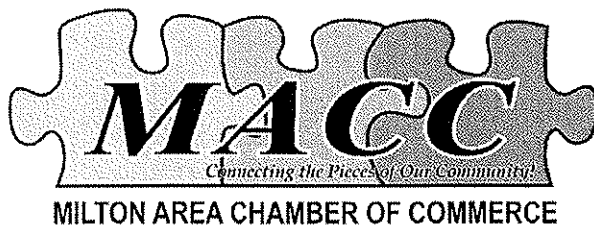
Cancellations

To receive a full refund, your request must be made in writing and e-mailed to Dawn Zaroni, dzaroni@travelwisconsin.com, by Tuesday, February 24, 2014. Refunds after that date will be given in the form of a credit to be used at WIGCOT 2015.

Lodging information can be found at www.wigcot.org.

Registration Information

Early-bird and full registration fees include: official program events, materials, social events and all scheduled meal functions (including Governor's Dinner) as outlined in the program. To save money, we recommend that you take advantage of the special early-bird rate. Please note, in order to qualify for the early-bird rate, your registration form must be returned to us postmarked on or before 1/31/14. Any registration forms postmarked after 1/31/14 will be billed at the full conference registration rate.



September 10, 2013

City of Milton / Tourism Committee

Attn: Mr. Jerry Schuetz
430 E. High Street
Milton WI 53563

RE: 2014 Tourism Committee Funding Request

The Milton Area Chamber of Commerce continues to be committed to working with the City of Milton's Tourism Committee to proactively promote and welcome visitors to our community by providing annual events that attract new & returning visitors to our area. Our 2014 marketing/advertising funding request for tourism related events is noted below for the Tourism Committee's review as they prepare a 2014 budget. MACC's Board of Directors approved this request at our 9/9/13 board meeting.

Chicken Barbeque – August 17th, 2014

- The annual Chicken BBQ is a family friendly, community event that draws attendees from around our southern Wisconsin region. This one day event, not only funnels traffic and families to the city but it also is a boost to local retail business. In 2013, MACC served over 1,400 chicken dinners during the day. Many area specialty shops concur that this one day event is their biggest sales day of the year. Many of these tourists also are spending their monies in Milton on things such as gas, grocery, lunch/dinner/ice cream and at specialty shops.

My vision for 2014 is to create a community event committee in March/April. The committee would be representative of vested groups such as MACC, The Historical Society/Milton House, The Milton Fund, Northleaf Winery, Charming B's, Patty's Plants, City of Milton, Public Works Dept, Goodrich Hall and the Red Rooster (other potential non profits or retail businesses as suggested). The goal would be to collaborate efforts to increase awareness regionally, share (new) ideas and coordinate day of event marketing. The annual Chicken BBQ & Arts/Crafts Fair has become one of Milton's biggest summer event destination for regional tourists and with the change in traffic flow, 2014 will be a key year to partner our local community efforts.

MACC has identified options that they feel provide the best opportunity in increasing traffic and attendance at this event. **MACC is requesting the Tourism Committee to consider a 75% share in the total cost of marketing/advertising this annual tourist drawn event. This share represents \$1,106.25.**

Lamar Billboard run for 4 weeks: \$300

Campus Courier Ad: \$150

Courier Ad - \$200

Courier Online ads - \$50

Messenger Ad - \$150

Jefferson Advertiser - \$75

Edgerton Reporter - \$100

*Electronic Messaging Sign - \$0

*Beloit Daily News - \$100 estimate

*Janesville Gazette - \$150 estimate

*Jefferson County Daily Union - \$100 estimate

*Promotional materials: grocery store bag stuffers, pizza delivery box toppers, campground flyers, local partnering chamber flyers, visitors bureau flyers - \$100 estimate for printing costs

ESTIMATED CHICKEN BBQ MARKETING/ADVERTISING TOTAL: \$1,475

\$1,106.25 = 75%

Malt & Hops Fest – 2014 date TBD

- 2014 will mark the 5th anniversary of the annual MACC Malt & Hops Fest. This event has gained momentum as a well attended beer/wine tasting gathering in our Milton community. Marketing and advertising efforts are focused in the Rock County region, drawing attendees from Janesville, Beloit, Fort Atkinson and Edgerton. The event runs from 5-8pm at the Ott Schweitzer Distributing warehouse location. Average attendance at Malt & Hops has historically been approximately 200-250. Although this is a chamber event, it is not a member event as many attendees are drawn from other communities in the Rock & Jefferson County areas. With the event ending at a reasonable evening hour (8pm), many local bars/restaurants have commented that attendees stay in Milton to gather with friends throughout the night which help increase sales at additional businesses.

MACC has identified options that they feel have the best option for increasing traffic and attendance at this event. **MACC is requesting the Tourism Committee to consider a 25% share in the total cost of advertising this annual tourist drawn event. This share represents \$251.25**

Lamar Billboard run for 4 weeks: \$300
Courier Ad - \$200
Courier Online 4 week banner ads - \$100 estimate
Messenger - \$150 estimate
Jefferson Advertiser - \$55 estimate
Edgerton Reporter - \$100 estimate
Jefferson County Daily Union - \$100 estimate
*Electronic Messaging Sign - \$0

ESTIMATED MALT & HOPS MARKETING/ADVERTISING TOTAL: \$1,005
\$251.25 = 25%

Christmas Walk – 2014 date TBD

The annual Christmas Walk is a wonderful Milton tradition as area residents open up their festive, decorated homes to tourists. 2014 will mark the 12th year of this event. On average, this event brings 200-250 attendees through many of our beautiful and historic Milton homes. Attendees gather from around the region and experience the joy of the season as they enjoy these tours in our Milton community.

MACC has identified marketing / advertising options that are the best option for reaching their targeted audience as well as ideas for increasing attendance at this event. **MACC is requesting the Tourism Committee to consider a 50% share in the total cost of advertising this annual tourist drawn event. This share represents \$455.**

Lamar Billboard run for 4 weeks: \$300
Courier - \$100
Courier Online 4 week banner ads - \$50 estimate
Beloit Daily News - \$100
Jefferson Advertiser - \$110 (2 ads)
Edgerton Reporter - \$100 estimate
Messenger - \$150 estimate
*Electronic Messaging Sign - \$0

ESTIMATED CHRISTMAS WALK MARKETING/ADVERTISING TOTAL: \$910
\$455 = 50%

Total 2014 Tourism Committee Marketing/Advertising Funding Partnership Request: \$1,812.50

Chicken BBQ @ 75% share = \$1,106.25
Malt & Hops @ 25% share = \$251.25
Christmas Walk @ 50% share = \$455

MACC will also be participating in free advertising opportunities that reach additional audiences of potential tourists to Milton. These include: community calendar of events (print & radio), eblast communication, social media (Facebook), Travel WI listings, tourism brochure and chamber partnerships event shares.

Thank you for your review of this fund request as we work together to provide great opportunities for tourists to visit our great community of Milton!

Respectively,

JoLynn Burden, Executive Director
Milton Area Chamber of Commerce
868.6222 ~ execdir@maccit.com
www.miltonwichamber.com