

AGENDA
City of Milton
Tourism Development Committee
Thursday, September 8, 2016
8:30 a.m.
MILTON CITY HALL
Conference Room
710 S. Janesville Street

1. Call to order
2. Approve Agenda
3. Approve Minutes – August 25, 2016
4. Discussion and possible action on Spectrum Reach community television commercial and digital advertising
5. Discussion and possible action on CSI Media tourism guide
 - a. Business Listing Categories
 - b. Photos for Guide
 - c. Editorial Text for Guide
6. Discussion and possible action on the 2017 Rock County Tourism Guide
7. Discussion and possible action on the 2017 Tourism Budget
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.

Tourism Development Committee Mission Statement: "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."

Posted by: Elena Hilby
09/02/16

Tourism Development Committee Mission Statement: "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."

City of Milton
Tourism Development Committee
August 25, 2016

Call to order

Assistant to the City Administrator Inga Cushman called the August 25, 2016 meeting of the Tourism Development Committee to order at approximately 8:33 a.m.

Present: Ald. Lynda Clark, Ald. Maxine Striegl, Tony Astin, Cori Olson, Gail Nordlof, and Beth Drew.

Also present: Scott Maenner, Kari Klebba, Dani Stivarius, and Assistant to the City Administrator Inga Cushman.

Approve Agenda

B. Drew motioned to approve the agenda. C. Olson seconded, and the motion carried.

Approve Minutes – July 23, 2016

Ald. Striegl motioned to approve the minutes. T Astin seconded, and the motion carried.

Discussion and possible action on Spectrum Reach community television commercial and digital advertising

Assistant Cushman updated the committee on the Civil War Days 30 second spot. K. Klebba asked if there was an exterior shot of the Milton House included. Assistant Cushman will check.

The committee also discussed the bike trail spot. Assistant Cushman will let Spectrum Reach know the work in the two downtowns is now complete and photos can be reshot.

Discussion and possible action on CSI Media tourism guide

a. City Map

Ald. Clark motioned to approve the map as presented with the following changes:

- Addition of “Newville” to the “To Madison / Lake Koshkonong” direction.
- Change “Square” to “Business District” in the legend for Goodrich Square and Junction Square.
- Change the Milton House icon to a hexagon.

T. Astin seconded, and the motion carried.

Ald. Clark motioned to approve the announcement letter as presented with the following changes:

- Change the top photos to photos of the two downtowns.
- Change the middle photo to a splash pad photo.
- Change the bottom photo to an exterior photo of the Milton House.
- Add explanations to the ad categories in the announcement letter.

B. Drew seconded, and the motion carried.

The announcement letter will go out on September 12, 2016.

The committee requested the next agenda include discussion on the business categories in the business listing in the guide, photos for the guide, and editorial text for the guide.

Discussion and possible action on the 50th anniversary of the merger of Milton and Milton Junction

The committee discussed incorporating the 50th anniversary with the 4th of July festival. Assistant Cushman will discuss this idea with the Milton FFA Alumni.

Discussion and possible action on the Merry Milton Holiday Calendar insert with the City of Milton Utility Bills.

The committee had no suggestions on changes to the calendar.

Discussion and possible action on the 2017 Tourism Budget

Assistant Cushman provided an overview of the 2016 tourism projects. She will prepare a list of potential projects for 2017 for the committee to review at their next meeting.

General Items

D. Stivarius asked if the map for the guide could be printed in a larger format and laminated for the tourism kiosks. Assistant Cushman will check on this request.

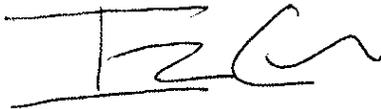
Set Next Meeting Date

The next meeting of the Tourism Development Committee will take place on September 8, 2016 at 8:30 a.m.

Motion to Adjourn

B. Drew motioned to adjourn the August 25, 2016 meeting of the Tourism Development Committee at approximately 9:43 a.m. Ald. Clark seconded, and the motion carried.

Respectfully Submitted,



Inga Cushman
Assistant to the City Administrator

Dear Rock County Guide Advertisers,

The Rock County Tourism Council greatly appreciates the advertising support that your business / organization has provided to help create the annual **Rock County Guide**. By renewing your commitment for the 2017 Guide, you are contributing toward the area's only comprehensive resource publication that's designed to educate and inform visitors and area residents about the unique attributes of Rock County. With over 30,000 Guides produced annually and distribution points that extend beyond the Great Lakes region, the **Rock County Guide** offers year-round exposure at an extremely affordable rate.

We continue to hold advertising rates at 2009 pricing. Plus, we're also offering a complimentary 5% discount off advertising commitments received before October 31, 2016.

For additional information, please contact the Guide's publisher, Robert Hackbarth, at 608-436-3153 or hackbarthdesign@gmail.com.

Sincerely,

Rock County Tourism Council

2017 Rock County Guide

DISPLAY ADVERTISING

Space Reservation & Payment Deadline — **December 1, 2016**

Business Name _____

Contact Name _____

Business Address _____

City, State, Zip _____

Phone _____ Fax _____ e mail _____

- Run same ad as last year.
- Run same ad as last year, with changes indicated.
- Design a new ad.
- We'll provide a high resolution ad. *(Please call for specifications)*



Back Cover - Full Bleeds	\$2,075.00	___ SOLD ___
Inside Front Cover - Full Bleeds	\$1,750.00	_____
Inside Back Cover - Full Bleeds	\$1,595.00	_____
Full Page - Full bleeds	\$1,495.00	_____ ✓ _____
1/2 Page	\$995.00	_____
1/3 Page	\$795.00	_____
1/4 Page	\$595.00	_____
1/6 Page	\$325.00	_____
1/12 Page	\$195.00	_____

First time advertisers receive a 25% discount the first year.

Last year's ad rate including a 5% Discount

760.00

YOUR COST FOR 2017

TOTAL ENCLOSED _____

Authorized by _____ Date _____

To reserve your advertising space, please fill out this form completely, including an authorized signature, and return it along with payment by **December 1, 2016** to:

Guide Publishing Group 600 N. Garfield Ave. Janesville, WI 53545

Please make checks payable to Guide Publishing Group.
hackbarthdesign@gmail.com 608-436-3153



Community Events

April 22-24

Annual Friends of the Library Book Sale

May 21

Milton Historical Society's Annual Plant & Bake Sale

May 20-22

Civil War Living History Days

June 4

Citywide Rummage Sale

June 10-11

1st Annual Wally's Music Fest

July 1-4

Multi-Day 4th of July Celebration

July 14

Milton Historical Society Membership Picnic

August 21

MACC Chicken BBQ, Milton House Museum Arts & Crafts on the Lawn, Milton Fund Concert in the Park, Milton Lions Club Car Show.

September 17

Milton House Twilight Tours

October 9

Milton Fire Department Annual Pancake Breakfast

October 15

Annual Crossridge Park Prairie Seed Collection

December 2-4

December 2-4: Merry Milton Holiday Weekend with Milton's 14th Annual Christmas House Walk (Dec. 4th), Breakfast with Santa (December 3rd), Main Hall Nutcracker Exhibit (Dec. 3-4), and Hot Dogs with Santa (Dec. 4th)

See the Calendar of Events on pages 8-12 for more detailed information on Milton's Community Events.



Milton *A Community Since 1838*

Settlers of Milton traveled from New York in the 1830s seeking a place of rich farm land, abundant water and potential for commerce. Those traveling to Milton, with a population of 5,660, find this heritage alive and well in the historic buildings of the **Milton House Historic Site**, **Milton College** and numerous grout buildings, all on the National Register of Historic Places.

Tour the National Historic Landmark **Milton House Museum**, an 1844 stagecoach inn and stop on the Underground Railroad. Travel through time as you pass through a hand dug tunnel where runaway slaves were harbored on their quest for freedom.

Spend the day browsing through the **Milton College Historic District**, where a former dormitory has transformed into a unique antique mall. **Main Hall Museum** captures the spirit of 138 years of Milton College history.

Traveling one mile west you will find the "Junction" that developed with the railroad during the late 1850s, thus giving Milton two distinct business districts that afford today's travelers the opportunity to experience a variety of specialty shopping.

Year-round recreational opportunities are plentiful in Milton. Hike, bike, or cross-country ski through Milton community parks or **Storr's Lake Nature Preserve**, utilizing the **Ice Age Trail**. Fish in any of the five lakes surrounding Milton.

Bring along your golf clubs, as Milton is a golfer's paradise. Oak Ridge Golf Course offers 27 holes of beautiful golf. **Lake Koshkonong** also offers a myriad of recreational activities. At more than 10,460 acres, its waters reach a maximum depth of 7 feet, making it a fisherman's haven. Warm weather means boating, fishing, water skiing, sailing, and other water sports. In the winter, enjoy snowmobiling, cross-country skiing, and ice fishing.

The Milton area offers outstanding camping. Five campgrounds are located within 3 miles of the city, and offer more than 1,000 campsites and a variety of recreational activities.

If you're longing to return to the days of hometown festivals, visit Milton during the days surrounding the Fourth of July. The area's largest display of fireworks, a one mile or 5k road race, parade, softball tournament, rides, and food and drink are waiting for you.

See pages 4-7 for more information on:

- The Milton House Museum Historic Site
- Milton College Historic District

~THE OLD JUNCTION MILL~

613 W. Madison Ave., Milton, WI www.oldjunctionmill.com

The Red Rooster Home Furnishings & Gifts

Come and enjoy a little nostalgia of Milton at The Red Rooster, located in The Old Junction Mill a beautifully renovated feed mill dating back to the 1850's.

Treat yourself to a hand-dipped ice cream cone.

Browse through the unique country gifts and home decor that

The Red Rooster offers.

Tues.-Sat. 10-5, Sun. 12-4
868-5555



LIVE LIFE. LOVE FASHION.

Tuesday 10 - 5
Wed. & Thurs. 10 - 6
Friday & Saturday 10 - 5
Sunday 11 - 4

608-868-1117



Join us on Facebook

Peddler's Loft & Cellar

Peddler's Loft & Cellar, located on the upper and lower levels, features over 45+ local vendors showcasing their wares. From antiques to handcrafted jewelry, candles, cards, wood and repurposed items, collectibles and other one-of-a-kind items, there is something for everyone.

Tues.-Sat. 10-5, Sun. 12-4
868-5555



The specialty shops at Old Junction Mill feature country gifts, treats, antiques, crafts, clothing and accessories.



MACC



JIM BUSHELLE



Experience & Share

- Community Events
- Specialty Shopping
- Wine Tasting
- Fine Dining
- Challenging Golf
- Antiquing
- Four Lakes
- Scenic Hiking
- History Museums



Lee Ann Hare photo laphoto.smugmug.com



The Gathering Place hosts a variety of events each year for the whole family to enjoy.



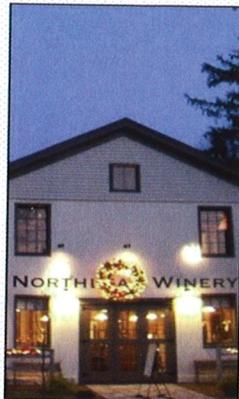
On August 21, Milton will enthusiastically celebrate the Annual MACC Chicken BBQ, Milton House Museum Arts & Crafts on the Lawn, and the Milton Fund Concert in the Park. Come join the fun!



Award-winning Northleaf Winery offers complimentary wine tasting, and the Bistro & Market beckons foodies to enjoy!

232 SOUTH JANESVILLE STREET MILTON WISCONSIN 53563 ~ 608-580-0575 ~ WWW.NORTHLEAFWINERY.COM

NorthLeaf Winery



Northleaf
Winery

WELCOME!

WED-SAT 11-7 MUSIC ON FRI @ 7 SUN 11-5