



AGENDA

City of Milton

Tourism Development Committee

Thursday March 22, 2018

8:30 a.m.

MILTON CITY HALL

Conference Room

710 S. Janesville Street

1. Call To Order
2. Approve Agenda
3. Approval Of Meeting Minutes - February 22, 2018

Documents:

[TOURISM DEVELOPMENT COMMITTEE MINUTES 02-22-18.PDF](#)

4. Discussion And Possible Action Regarding Milton Video Productions
5. Discussion And Possible Action On A 2018 Milton Fourth Of July Parade Theme
6. Discussion And Possible Action Regarding Milton Marketing Initiative
7. General Items
8. Set Next Meeting Date
9. 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
March 16, 2018

**City of Milton
Tourism Development Committee
February 22, 2018**

Call to order

Chairperson Tony Astin called the February 22, 2018 meeting of the Tourism Development Committee to order at approximately 8:38 a.m.

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

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

Approve Agenda

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

Approve Minutes – February 1, 2018

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

Discussion and possible action on advertising on Spectrum Reach in 2018

Chairperson Astin motioned to approve the schedule as presented. T. Dosch seconded, and the motion carried.

Discussion and possible action on contract with Eric Stelter for Production of Short Videos

The committee discussed a possible creative direction for the first video and listed places and events they would like video recorded. Director Cushman will discuss these items with E. Stelter and develop a proposal for the committee to review at the next meeting.

Discussion and possible action on Bike Trail Video

T. Williamson motioned to approve the Bike Trail Video as presented. G. Nordlof seconded, and the motion carried.

Discussion and possible action on distribution of 2018 Milton Tourism Guides

Director Cushman reviewed the distribution locations. The committee suggested the Lions gas station on Hwy 51, Cracker Barrel in Janesville, the Bodacious Block in downtown Janesville, Rotary Gardens, and Old World Wisconsin.

Discussion and possible action on development of 2018 Marketing Plan

This item was postponed until the next meeting.

General Items

K. Klebba provided an update on the Tacos & Tequila event that took place on February 17, 2018 to benefit the Milton House.

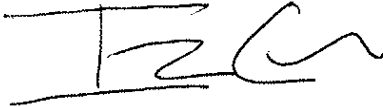
Set Next Meeting Date

The next meeting of the Tourism Development Committee will take place on March 22, 2018 at 8:30 a.m.

Motion to Adjourn

G. Nordlof motioned to adjourn the February 22, 2018 meeting of the Tourism Development Committee at approximately 9:38 a.m. T. Williamson 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