CITY OF MILTON

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AGENDA
City of Milton
Tourism Development Committee
Wednesday, May 18, 2016
8:30 a.m.
MILTON CITY HALL
Conference Room
710 S. Janesville Street

1. Call to order
2. Approve Agenda
3. Approve Minutes – April 19, 2016
4. Webinar – "How to Successfully Sell Tourism"
5. Discussion and possible action on CSI Media tourism guide
   a. City Map
6. General Items
7. Set Next Meeting Date
8. 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: Elena Hilby
05/13/16

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
April 19, 2016

Call to order
Assistant to the City Administrator Inga Cushman called the April 19, 2016 meeting of the Tourism Development Committee to order at approximately 8:33 a.m.

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

Also present: Nicole Bowen, Becky Baker, MACC Executive Director Dani Stivarius, and Assistant to the City Administrator Inga Cushman.

Approve Agenda
B. Drew motioned to approve the agenda. T. Astin seconded, and the motion carried.

Approve Minutes – March 31, 2016
T. Astin motioned to approve the minutes. C. Olson seconded, and the motion carried.

Discussion and possible action on Spectrum Reach community television commercial and digital advertising
T. Astin motioned to approve the digital advertising with the changes discussed. G. Nordlof seconded, and the motion carried.

Discussion and possible action on CSI Media tourism guide
Assistant Cushman stated the proposal was included in the agenda packet, and discussion followed.

T. Astin motioned to approve the proposed plan with the E-Edition included for free and with the addition of listing fees. B. Drew seconded, and the motion carried.

Discussion and possible action on Roger Brooks International Webinars
G. Nordlof motioned to rent the Roger Brooks webinar "How to Successfully Sell Tourism" for the committee to view. Ald. L. Clark seconded, and the motion carried.

General Items
There were no general items.

Set Next Meeting Date
The next meeting of the Tourism Development Committee will take place on May 18, 2016 at 8:30 a.m. to view the Roger Brooks webinar.

Motion to Adjourn
B. Drew motioned to adjourn the April 19, 2016 meeting of the Tourism Development Committee at approximately 9:41 a.m. T. Astin seconded, and the motion carried.

Respectfully Submitted,

Inga Cushman
Assistant to the City Administrator

Agnew Dr	C/M	2-B
Anderson La	C/M	3-C
Ansley St	C/M	2-B
Arrowhead La	T/H	1-D
Arthur Dr	C/M	3-C
Ash La	C/M	3-C
Babcock St	C/M	3-C
Badger La	C/M	3-B
Basswood La	C/M	3-C
Birdie St N.	T/Mi	4-A
Blackhawk Dr	T/Mi	2-A
Blanche Dr	C/M	3-C
Bowers Lake Rd E.	T/Mi	5-A
Bowers Lake Rd E.	T/Mi	4-B
Bree Dr	C/M	2-B
Breezy Dr	T/Mi	2-D
Brown Dr	C/M	3-C
Burdick St W	C/M	2-B
Buten St	C/M	2-B
Campus St	C/M	3-C
Capman St	C/M	2-B
Chapel Dr	C/M	3-C
Chicago St	C/M	4-C
Clayshire Dr	T/H	4-D
Clear Lake Av	C/M	2-B
Clear Lake Rd N.	T/Mi	2-A
College St	C/M	3-B
Columbus St	C/M	3-C
Commerce Way	T/Mi	4-C
Cottonwood La	C/M	3-C
Crandall St	C/M	2-B
Crescent Dr	C/M	2-B
Cress Ct	T/H	3-D
Dairyland Dr	C/M	2-B
Dannenberg Dr	T/Mi	1-B
Davis St	C/M	3-C
Dickhoff Dr	C/M	2-B
Division St	C/M	2-B
Dix Dr E.	T/Mi	1-A
Dix Dr N.	T/Mi	1-A
Dor Ell Dr	C/M	3-B
Eagle Dr E.	T/Mi	4-A
Edgewater St	T/Mi	1-A
Elizabeth St	C/M	3-C
Elm St	C/M	2-C
Evergreen La	C/M	3-C
Fairview Av	T/Mi	1-A
Fairway Pl	C/M	4-B
First La	C/M	2-B
First St	C/M	2-B
Forest Lake Dr	C/M	2-B
Fourth La	C/M	2-B

Foxglove La	C/M	3-C
Front St	C/M	2-B
Gaelic La	T/H	4-D
Garden La	C/M	3-C
Gateway Dr	C/M	4-C
Golden La	C/M	2-B
Goodger Dr	T/H	3-D
Green Hill Cir-Dr	C/M	3-B,C
Green St	T/Mi	1-A
Greenman St	C/M	3-B
Greenvale Dr	T/Mi	2-D
Hanauska La	T/H	3-D
Harvest Ridge Dr	T/H	1-D
Hayley La	T/H	1-D
Heinke Rd N.	T/H	4-D
High St	C/M	2,4-C
High St	T/Mi	5-C
Hillcrest Dr	T/H	2-D
Hilltop Dr	C/M	3-B,C
Homestead Rd	C/M	3-C
Hope Dr	T/Mi	3-B
Hudson St	C/M	4-B
Hulstaff Dr	T/Mi	2-C
Ivanhoe Dr	C/M	2-B
Jacobs Dr	T/Mi	2-A
Janesville St	C/M	4-B,C
John Paul Rd	T/H	1-D
John Paul Rd N.	C/M	2-B
John Paul Rd N.	T/Mi	3-A
John Paul Rd S.	C/M	2-C
Jones Dr	T/H	2-D
Joshua Dr	C/J	1-D
Kentwood Dr	T/H	3-D
Klug Rd E.	T/Mi	4-A
Klug Rd N.	T/Mi	4-A
LaMar Dr	C/M	2-B
Larch La	C/M	3-B
Lilly La	T/H	1-D
Lombard Dr	C/M	3-C
Lukas La	C/M	2-B
Madison Av	C/M	1,3-B
Manogue Rd E.	T/Mi	1-C
Maple La	C/M	3-C
Mary La	C/M	3-C
McBride Dr	T/H	2-D
McEwan La	C/M	4-C
McNichols Dr	T/H	4-D
Merchant Row	C/M	2-B
Milton Rd	T/Mi	4-A
Milton-Shopiere Rd N.	T/H	5-D
Morgan St	C/M	3-B
Municipal Dr	C/M	3-B

Nelson Av	C/M	4-B
Neumann Ct	C/M	3-C
North St	C/M	3-B
Northside Dr	C/M	3-B
Oak Ridge Dr N.	T/Mi	4-B
Orchard Row	C/M	3-C
Overland Trl	C/J	1-D
Park Pl	C/M	4-B
Parkview Dr	C/M	3-C
Parkview Ter	C/M	3-B
Pheasant Ridge	C/M	3-B
Pine Rd N.	T/Mi	1-A
Plumb St	C/M	3-C
Prairie View Cir	C/M	3-C
Promising Dr	T/H	3-D
Putman Pkwy	C/M	5-C
Rainbow Dr	C/M	3-C
Redhawk Dr	C/M	3-C
Ridge La E.	T/Mi	3-A
Ridge Trl N.	T/Mi	3-A
RiveNdell Dr	C/M	2-B
Rockford Av	T/Mi	1-A
Rogers St	C/M	3-B,C
Romar Dr	C/M	2-B
Rotamer Rd W.	T/H	1-D
Rovi Dr	T/H	2-D
Samson Dr	C/J	1-D
Sandalwood Ct	C/M	2-C
Second La	C/M	2-B
Second St	C/M	2-B
Serns Rd	C/M	3-B
Serns Rd N.	T/Mi	3-A
Service Rd	C/M	4-C
Skyview Dr	C/M	3-C
Springer Dr E.	T/Mi	3-A
St. Johns Av	C/M	3-C
St. Mary St	C/M	3-C
Stone Ridge Dr	T/Mi	2-C
Storrs Lake Rd	T/Mi	4-B
Sue La	C/M	3-C
Sunnyside Dr	C/M	4-C
Sunset Dr	C/M	3-B
Sunset Dr-Trl	C/M	2-B
Surrey Dr	C/M	2-B
Terra Dr	C/M	2-B
Terry Dr	T/H	3-D
Third La	C/M	2-B
Third St	C/M	2-B
Tigger Ct	C/M	3-C
Tomahawk La	T/H	2-D
Tower Hill Dr	C/M	3-C
Town Line Rd E.	T/Mi	1-5-D

Turning Leaf Pl	T/H	1-D
Valley Dr	T/H	2-D
Vernal Av	C/M	2-B
Vincent St	C/M	2-B,C
Violet View Dr	T/H	2-D
Wallace Way	C/M	3-C
Waterman Dr	T/H	3-D
Waverly Dr	T/H	1-D
Wildfire Ct-La	C/M	3-C
Windsor Ct	C/M	2-B
Wood St	T/Mi	1-A
Woodcrest La	C/M	3-C
Woodland Dr	C/M	2-B

City of Beloit	C/B
City of Edgerton	C/Ed
City of Evansville	C/Ev
City of Janesville	C/J
City of Milton	C/M
Town of Avon	T/A
Town of Beloit	T/Be
Town of Bradford	T/Br
Town of Center	T/Ce
Town of Clinton	T/Cl
Town of Fulton	T/F
Town of Harmony	T/H
Town of Janesville	T/Ja
Town of Johnstown	T/Jo
Town of La Prairie	T/LP
Town of Lima	T/L
Town of Magnolia	T/Ma
Town of Milton	T/Mi
Town of Newark	T/N
Town of Plymouth	T/Pl
Town of Porter	T/Po
Town of Rock	T/R
Town of Spring Valley	T/SV
Town of Turtle	T/T
Town of Union	T/U
Village of Brodhead	V/B
Village of Clinton	V/C
Village of Footville	V/F
Village of Orfordville	V/O

1-A	Map 1
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12-X	Map 49
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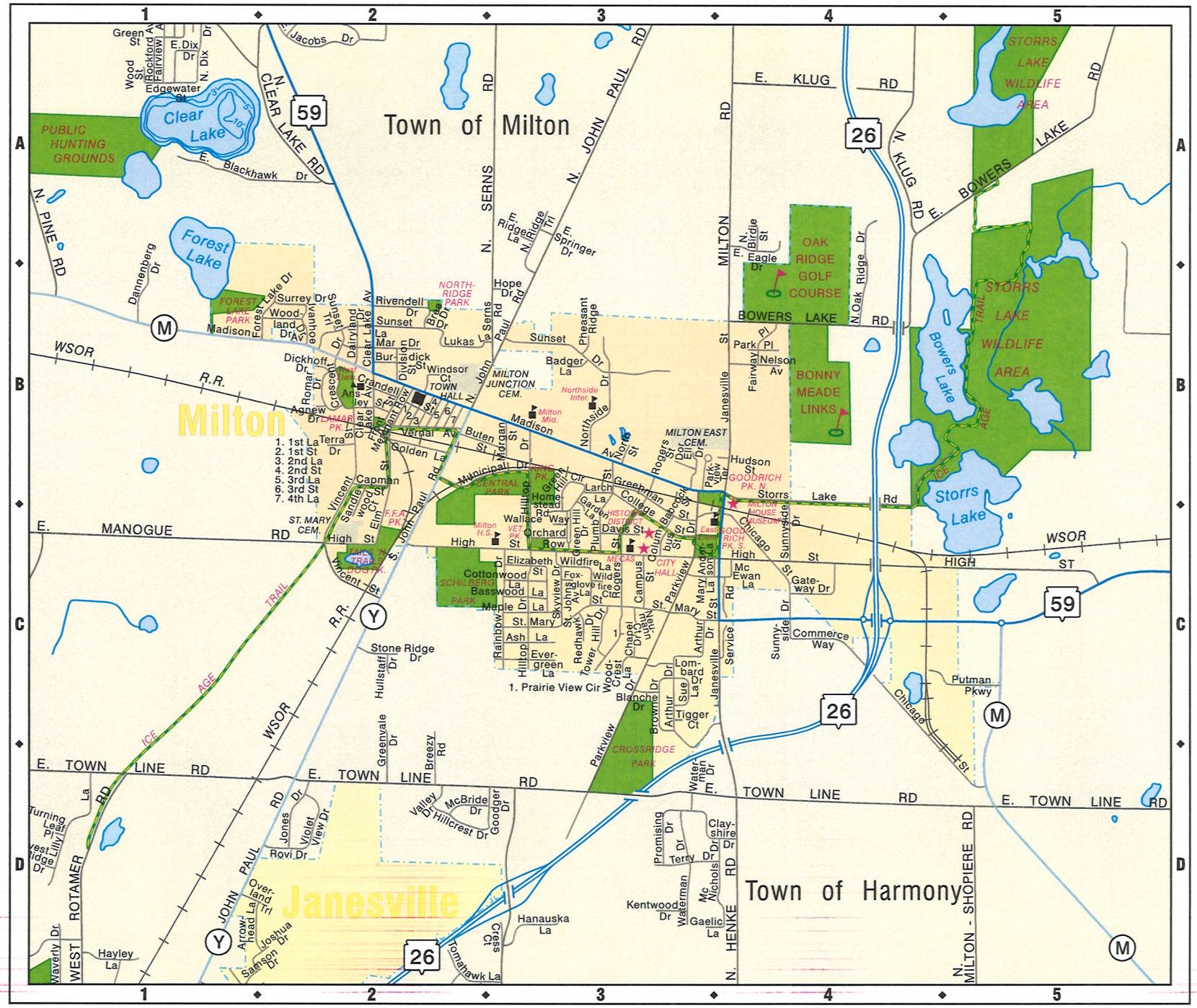
14-U	Map 50 except clover lane
14-W	Map 50
14-X	Map 50
15-U	Map 50
15-V	Map 50
15-W	Map 50
15-X	Map 50
16-U	Map 50
16-V	Map 50
16-W	Map 50
16-X	Map 50
18-U	Map 51
18-V	Map 51
18-W	Map 51
18-X	Map 51
19-U	Map 51
19-V	Map 51
19-W	Map 51
19-X	Map 51
20-U	Map 51
20-V	Map 51
20-W	Map 51
20-X	Map 51
21-U	Map 52
21-V	Map 52
21-W	Map 52
21-X	Map 52
22-U	Map 52
22-V	Map 52
22-W	Map 52
22-X	Map 52
23-U	Map 52
23-V	Map 52
23-W	Map 52
23-X	Map 52
24-U	Map 53
24-V	Map 53
24-W	Map 53
24-X	Map 53
25-U	Map 53
25-V	Map 53
25-W	Map 53
25-X	Map 53
26-U	Map 53
26-V	Map 53
26-W	Map 53
26-X	Map 53

28-U	Map 54
28-V	Map 54
28-W	Map 54
28-X	Map 54
29-U	Map 54
29-V	Map 54
29-W	Map 54
29-X	Map 54
30-U	Map 54
30-V	Map 54
30-W	Map 54
30-X	Map 54


Town of Milton
Town of Harmony
Milton
Janesville
Clear Lake
Forest Lake
Storrs Lake
Bowers Lake
PUBLIC HUNTING GROUNDS
STORRS LAKE WILDLIFE AREA
OAK RIDGE GOLF COURSE
BONNY MEADE LINKS
FOREST LAKE PARK
NORTH-RIDGE PARK
SCHILBERG PARK
CENTRAL PARK
CROSSRIDGE PARK
MILTON JUNCTION CEM.
MILTON EAST CEM.
ST. MARY CEM.
MILTON HOUSE MUSEUM
GOODRICH PK. N.
GOODRICH PK. S.
CITY HALL
TOWN HALL
HISTORIC DISTRICT
ICE AGE TRAIL
WSOR R.R.
N. CLEAR LAKE RD
N. JOHN PAUL RD
N. SERNS RD
N. PINE RD
E. KLUG RD
N. KLUG RD
E. BOWERS LAKE RD
BOWERS LAKE RD
MILTON RD
E. MANOGUE RD
HIGH ST
E. TOWN LINE RD
WEST ROTAMER RD
N. HENKE RD
N. MILTON - SHOPIERE RD
Chicago St
Janesville
Sunnyside Dr
Commerce Way
Putman Pkwy
Gateway Dr
Lake Rd
Northside Inter.
Milton Mid.
Milton H.S.
VET. PK.
F.F.A. PK.
LAMAR PK.
1. 1st La
2. 1st St
3. 2nd La
4. 2nd St
5. 3rd La
6. 3rd St
7. 4th La
1. Prairie View Cir
59
26
M
Y

Municipal Abbreviations

C/J ..... City of Janesville
C/M ..... City of Milton
T/H .....Town of Harmony
T/Mi..... Town of Milton

Agnew Dr	C/M	2-B
Anderson La	C/M	3-C
Ansley St	C/M	2-B
Arrowhead La	T/H	1-D
Arthur Dr	C/M	3-C
Ash La	C/M	3-C
Babcock St	C/M	3-C
Badger La	C/M	3-B
Basswood La	C/M	3-C
Birdie St N.	T/Mi	4-A
Blackhawk Dr	T/Mi	2-A
Blanche Dr	C/M	3-C
Bowers Lake Rd E.	T/Mi	5-A
Bowers Lake Rd E.	T/Mi	4-B
Bree Dr	C/M	2-B
Breezy Dr	T/Mi	2-D
Brown Dr	C/M	3-C
Burdick St W	C/M	2-B
Buten St	C/M	2-B
Campus St	C/M	3-C
Capman St	C/M	2-B
Chapel Dr	C/M	3-C
Chicago St	C/M	4-C
Clayshire Dr	T/H	4-D
Clear Lake Av	C/M	2-B
Clear Lake Rd N.	T/Mi	2-A
College St	C/M	3-B
Columbus St	C/M	3-C
Commerce Way	T/Mi	4-C
Cottonwood La	C/M	3-C
Crandall St	C/M	2-B
Crescent Dr	C/M	2-B
Cress Ct	T/H	3-D
Dairyland Dr	C/M	2-B
Dannenberg Dr	T/Mi	1-B
Davis St	C/M	3-C
Dickhoff Dr	C/M	2-B
Division St	C/M	2-B
Dix Dr E	T/Mi	1-A
Dix Dr N.	T/Mi	1-A
Dor Ell Dr	C/M	3-B
Eagle Dr E	T/Mi	4-A
Edgewater St	T/Mi	1-A
Elizabeth St	C/M	3-C
Elm St	C/M	2-C
Evergreen La	C/M	3-C
Fairview Av	T/Mi	1-A
Fairway Pl	C/M	4-B
First La	C/M	2-B
First St	C/M	2-B
Forest Lake Dr	C/M	2-B
Fourth La	C/M	2-B
Foxglove La	C/M	3-C
Front St	C/M	2-B
Gaelic La	T/H	4-D
Garden La	C/M	3-C
Gateway Dr	C/M	4-C
Golden La	C/M	2-B
Goodger Dr	T/H	3-D
Green Hill Cir-Dr	C/M	3-B,C
Green St	T/Mi	1-A
Greenman St	C/M	3-B
Greenvale Dr	T/Mi	2-D
Hanauska La	T/H	3-D
Harvest Ridge Dr	T/H	1-D
Hayley La	T/H	1-D
Heinke Rd N.	T/H	4-D
High St	C/M	2,4-C
High St	T/Mi	5-C
Hillcrest Dr	T/H	2-D
Hilltop Dr	C/M	3-B,C
Homestead Rd	C/M	3-C
Hope Dr	T/Mi	3-B
Hudson St	C/M	4-B
Hulstaff Dr	T/Mi	2-C
Ivanhoe Dr	C/M	2-B
Jacobs Dr	T/Mi	2-A
Janesville St	C/M	4-B,C
John Paul Rd	T/H	1-D
John Paul Rd N	C/M	2-B
John Paul Rd N	T/Mi	3-A
John Paul Rd S	C/M	2-C
Jones Dr	T/H	2-D
Joshua Dr	C/J	1-D
Kentwood Dr	T/H	3-D
Klug Rd E	T/Mi	4-A
Klug Rd N.	T/Mi	4-A
LaMar Dr	C/M	2-B
Larch La	C/M	3-B
Lilly La	T/H	1-D
Lombard Dr	C/M	3-C
Lukas La	C/M	2-B
Madison Av	C/M	1,3-B
Manogue Rd E	T/Mi	1-C
Maple La	C/M	3-C
Mary La	C/M	3-C
McBride Dr	T/H	2-D
McEwan La	C/M	4-C
McNichols Dr	T/H	4-D
Merchant Row	C/M	2-B
Milton Rd	T/Mi	4-A
Milton-Shopiere Rd N.	T/H	5-D
Morgan St	C/M	3-B
Municipal Dr	C/M	3-B
Nelson Av	C/M	4-B
Neumann Ct	C/M	3-C
North St	C/M	3-B
Northside Dr	C/M	3-B
Oak Ridge Dr N.	T/Mi	4-B
Orchard Row	C/M	3-C
Overland Trl	C/J	1-D
Park Pl	C/M	4-B
Parkview Dr	C/M	3-C
Parkview Ter	C/M	3-B
Pheasant Ridge	C/M	3-B
Pine Rd N.	T/Mi	1-A
Plumb St	C/M	3-C
Prairie View Cir	C/M	3-C
Promising Dr	T/H	3-D
Putman Pkwy	C/M	5-C
Rainbow Dr	C/M	3-C
Redhawk Dr	C/M	3-C
Ridge La E	T/Mi	3-A
Ridge Trl N.	T/Mi	3-A
RiveNdell Dr	C/M	2-B
Rockford Av	T/Mi	1-A
Rogers St	C/M	3-B,C
Romar Dr	C/M	2-B
Rotamer Rd W	T/H	1-D
Rovi Dr	T/H	2-D
Samson Dr	C/J	1-D
Sandalwood Ct	C/M	2-C
Second La	C/M	2-B
Second St	C/M	2-B
Serns Rd	C/M	3-B
Serns Rd N.	T/Mi	3-A
Service Rd	C/M	4-C
Skyview Dr	C/M	3-C
Springer Dr E	T/Mi	3-A
St. Johns Av	C/M	3-C
St. Mary St	C/M	3-C
Stone Ridge Dr	T/Mi	2-C
Storrs Lake Rd	T/Mi	4-B
Sue La	C/M	3-C
Sunnyside Dr	C/M	4-C
Sunset Dr	C/M	3-B
Sunset Dr-Trl	C/M	2-B
Surrey Dr	C/M	2-B
Terra Dr	C/M	2-B

Terry Dr ..... T/H 3-D
Third La ..... C/M 2-B
Third St ..... C/M 2-B
Tigger Ct ..... C/M 3-C
Tomahawk La ..... T/H 2-D
Tower Hill Dr ..... C/M 3-C
Town Line Rd E. ..... T/Mi 1-5-D
Turning Leaf Pl ..... T/H 1-D
Valley Dr ..... T/H 2-D
Vernal Av ..... C/M 2-B
Vincent St ..... C/M 2-B,C
Violet View Dr ..... T/H 2-D
Wallace Way ..... C/M 3-C
Waterman Dr ..... T/H 3-D
Waverly Dr ..... T/H 1-D
Wildfire Ct-La ..... C/M 3-C
Windsor Ct ..... C/M 2-B
Wood St ..... T/Mi 1-A
Woodcrest La ..... C/M 3-C
Woodland Dr ..... C/M 2-B