

**FEBRUARY 23, 2021**  
**EDGERTON AREA TOURISM COMMISSION MINUTES**

Theresa Johnson called the meeting to order at 6:00 p.m. Committee members present Andy Walton (remotely), Kim Olson, Theresa Johnson, Casey Langan (remotely), and Sagar Patel. Also present were City Administrator Ramona Flanigan, Mayor Christopher Lund, James Kapellen, and Christine Rebout (remotely).

Flanigan confirmed the meeting agendas were properly posted on Friday, February 19, 2021 at the Post Office, Edgerton Library, City Hall, Town of Fulton, and the Town of Albion.

**MINUTES:** An Olson/Patel motion to approve the January 26, 2021 minutes passed on a 5/0 roll call vote.

**FINANCIAL REPORT:**

A financial report was not available due to clerks being out of the office.

**HEAR COMMENTS FROM CHRISTINE REBOUT WITH THE JANESVILLE AREA CONVENTION AND VISITOR'S BUREAU REGARDING TOURISM COMMISSION ACTIVITIES:**

Christine Rebout stated that Janesville's tourism budget in 2019 was \$750,000. In 2020 they saw a 40% decrease and anticipate another decrease in 2021 compared to 2019.

The Janesville Area Convention and Visitors Bureau provides tourism marketing services for Milton. Milton does not have revenue from room tax so funding is split 50/50 with the City of Milton providing \$6,000 and Milton Chamber of Commerce providing \$6,000. Christine stated that the JACVB provides all of the social media services for Milton including photography and creating their inventory. These services cost a little less than half of the \$12,000.

Christine stated that the Tourism Commission should focus on goals creation, and creating an inventory and brand. The inventory should include hotels, Air bnb, restaurant's, grocery stores, and natural resources. Christine stated that marketing is largely visual and creating an inventory of professional photography is very helpful.

Langan asked if it would be possible for the JACVB to contract for services with Edgerton. Christine state that would be up to her Board.

**DISCUSS EXAMPLES OF OTHER TOURISM ENTITIES:**

Jim Kapellen reviewed how other communities utilize their tourism funding. There are many different processes with each community developing their unique plan.

**DISCUSS THE PURCHASE OF ADVERTISING SERVICES:**

The Commission requested to have a future agenda to discuss video artists.

**DEVELOP COMMISSION GOALS:**

Theresa Johnson stated that she thought they should create a name of group and create an inventory.

Ramona Flanigan asked if the commission wishes to approach the Janesville Area Convention and Visitors Bureau and see if they would be able to contract for services with Edgerton.

The commission asked that Ramona contact the Janesville Area Convention and Visitors Bureau.

**SET NEXT MEETING DATE, LOCATION, AND FUTURE AGENDA ITEMS:**

Next meeting was set for March 23, 2021 at 6:00pm

Being no other business before the Commission, A Walton/Langan motion to adjourn passed, on a 5/0 roll call vote.

Ramona Flanigan, City Administrator/Ino  
City of Edgerton