

**Prescott Tourism Committee  
Meeting Notice  
AGENDA**

**Monday, October 10th  
12:00 pm  
First National Bank, Community Room  
1151 Canton Street, PRESCOTT, WI 54021**

1. **Call to Order** (Rescheduled to October 10th from October 3rd)
2. **Roll Call (Present:** Todd London; Megan Langer; Beth Lansing; Kimberly Braun; Angie Miner; **Absent:** Chad Steger; Mitch Wormington)
3. **Financials**
  - a. Budget was approved by Council on 9/26
    - i. Council was excited the Tourism Committee exists
    - ii. Downtown beautification line concern - but approved with continued updates
  - b. Set up Bank account at First National Bank RF
    - i. Beth to set up account with City manager; add Megan & Beth to account;
  - c. Funding Application: Chad to bring options and highlight requirements to prevent liabilities.
    - i. **ACTION:** ADD 3 ITEMS to clarify - "paid overnight stays; transient tourists; ad buys/marketing, etc"
    - ii. **ACTION:** Add a note about relationship with Tourism Committee voting members;
    - iii. Attach Edited version to Matt and City for review;

## 4. Materials

- a. Website/brochure - vote expected; get edits in before the meeting.
  - i. Update monthly on google analytics to Committee (Casey)
  - ii. Make edits and update brochure: eat/shop/play/stay - coordinate
  - iii. \*keep Freedom Park on the map
  - iv. Laminate a version with the QR code for local businesses
  - v. ADD L2 PORT to map & AirBNB for 206 Broad Street

## 5. Events

- a. Finalize actions for Oktoberfest:
  - i. Who is accountable to what?
    - 1. Cards for the day of the event - Mitch?
    - 2. Collecting Gift Certificates for the grand prize - Mitch?
    - 3. Chad/Todd to collect and give to Mitch - announce LIVE on FB
  - ii. How do we measure success?
- b. Winter Carnival: Create an event committee
  - i. St Paul Winter Carnival example - use liability info and paperwork
    - 1. Chamber to cover day of Event Coverage
    - 2. 4-6 Carvers LIVE carving (1-5pm...come down from 3-5pm for finale)
  - ii. Location of Ice Carvings set up around town
  - iii. SBS Snowman image to share (November 1 to the schools and on FB)
    - 1. Casey to get image to PSD/Beth to get image to St Joes
    - 2. Student Name and Age (0- 18)
    - 3. Create blurb about the contest and some rules (Kimberly)
  - iv. Start collecting Run of Show and ideas
  - v. Chamber to organize discounts/etc. From other businesses

**6. Other**

- a. March 4th: Wedding Expo - Charge \$50 per vendor; Chamber Hosted Event

**7. Next Meeting: November 7th at 12pm**

**8. Adjourn**