



Tourism Commission Meeting Minutes

Monday, June 30, 2025 at 6:30 PM

Columbus City Hall – 105 N. Dickason Boulevard

Call to Order

Meeting called to order at 6:31pm.

Roll Call

A quorum consisted of Hammer, Walcott, Famularo, and Roelke. Staff Liaison Bennett was present. Walker arrived at 6:33pm.

Notice of Open Meeting

Bennett stated the meeting was properly noticed.

Approval of Agenda

Famularo motioned to approve the agenda with a second by Roelke. Motion carried unanimously.

Approval of Minutes

1. Consider and Take Action to Approve the Minutes from May 5, 2025

Roelke motioned to approve as presented the minutes from May 5, 2025. Second by Famularo. Motion carried unanimously.

Public Comment

There was no one from the public in attendance for comment and no correspondence has been received.

New Business

2. Consider and Take Action Regarding the Applications for the Tourism Reimbursement Grant

The Tourism Commission reviewed each application for its Room Tax Reimbursement Grant.

Roelke motioned, with a second by Famularo to approve \$6,000 to the 4th of July Organization, \$300 to the Columbus Area Historical Society, \$750 to the Historic Landmarks Preservation Commission, \$800 to the City of Columbus Recreation Department, a total of \$750 to the Redbud Players (\$0 for theater camp, \$750 for fall event), and a total of \$1,400 to Wyverns Trove (\$900 for quilt event, \$500 for art event, and \$0 for facility).

Staff will follow up with the applicants as per the grant guidelines.

Unfinished Business

Staff Reports

3. Update Regarding the Tourism Flyer Project

Bennett updated the Tourism Commission regarding the flyers for distribution during the 4th of July parade. Bennett stated the flyers were updated, sent to the Redbud Players, and the invoice has been paid. Bennett noted that the Commission approved the partnership with the Redbud Players at its May

2025 meeting. The June meeting had no quorum; staff updated the flyer using notes from the May meeting and utilized existing purchasing policy due to time sensitivity.

Staff will have Belschner give a report about the flyer distributions at the next Tourism meeting.

4. 2025 Budget Update

Bennett gave a brief overview of the revenues and expenses of the Tourism Fund. No new room tax or kayak rental revenues to report.

\$410.79 for Google Ads were spent in March and April. These ads have generated more consistent traffic to the Tourism web pages. No other expenses were incurred. Staff had anticipated using up the Special Events line item as the Tourism Commission approved and allocated funding for its room tax grant.

Future Agenda Items

5. 2025 Tourism Priority Update

Bennett presented a list of the top secondary projects that could be worked on in 2025 based on the list from previous meetings.

Walcott suggested that the tours and itinerary marketing would be the easiest to tackle. The Tourism Commission would like to work with Historic Landmarks Preservation Commission to utilize the print booklets to send to lodging establishments, stops, shops, and possibly restaurants. Tourism Commission would like to add an insert highlighting various attractions, amenities, etc.

Staff will draft an insert that would be paired with the booklets.

6. Upcoming 2026 Budget

Staff plans to work on the 2026 budget at the next Tourism meeting and will send budgeting work materials prior to the meeting.

The next meeting will take place Monday, August 11, 2025.

Adjourn

Hammer motioned to adjourn the meeting with a second by Roelke. Motion carried unanimously. Meeting adjourned at 7:51pm.

*A quorum of city committees and/or commissions may be present at this meeting. No action will be taken or considered by those committees and/or commissions.

** These minutes will be approved at a future meeting and may be amended. These minutes are respectfully submitted by David Bennett, Communications and Economic Development Coordinator **