



# Tourism Commission Meeting Minutes

Monday, April 07, 2025 at 6:30 PM

Columbus City Hall – 105 N. Dickason Boulevard

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## Call to Order

The meeting was called to order at 6:32pm by Walcott.

## Roll Call

A quorum consisting of Belschner, Famularo, Hammer, Walcott, and Walker were present. Staff liaison Bennett was also present.

## Notice of Open Meeting

Bennett stated that the meeting was properly noticed.

## Approval of Agenda

Hammer motioned to approve the agenda and Famularo seconded. Motion was carried by unanimous vote.

## Approval of Minutes

### 1. Review and Approve Minutes of March 3, 2025

Famularo motioned to approve the minutes from March 3, 2025. Hammer seconded. Motion was carried by unanimous vote.

## Public Comment

There were no members of the public in attendance for comment. Bennett received no correspondence.

## Unfinished Business

### 2. Review and Take Possible Action Regarding Digital Signage

Bennett shared tentative pricing and additional information from Brightsign, Yodeck, and Reach. Bennett had not yet to get sales pitches from Brightsign and Yodeck and had met with a Reach representative.

Potential locations were discussed, and scouting may be needed. Hammer is still waiting to hear back from Amtrak regarding a possible signage location at the Amtrak station. Gas station pumps were discussed as a possibility.

No new action was taken.

### 3. Discussion and Possible Action for the Creation of Event Flyers and Distribution during the 4<sup>th</sup> of July Parade

Bennett shared the draft flyer that was designed by Famularo. The Tourism Commission liked that it was a simple design but needs a QR code to be included.

The Commission discussed concerns about distribution and floated the idea of partnering with another organization that would be attending the 4th of July parade to help pass out the flyers. There was additional concern regarding whether or not visitors would even read the flyers.

Hammer motioned to partner with another organization to pass out flyers with a second by Famularo. The motion carried by unanimous vote.

## **New Business**

### **4. Discussion and Possible Action to Update the Tourism Ordinance**

Bennett shared the updated City ordinance 799-25 which affects most boards, committees, and commissions. Bennett stated that as a State-Statute entity, the Tourism Commission was not affected. However, Bennett cited that many of the changes in ordinance 799.25 were already implemented with the Tourism Commission. Bennett recommended moving the Tourism Commission's election of Chair, Vice Chair, and Secretary from the 1st meeting of the year to June in order to better align with Council appointments to the Commission.

Famularo motioned to recommend to Council to repeal and replace Sec. 2-381 of the Columbus Tourism Committee code with the following changes: one-year terms beginning June 1st and elect a chairperson, vice chairperson, and secretary at its first meeting after the Council's first meeting in May or as soon thereafter as the Tourism Commission may meet. Belschner seconded. The motion carries by unanimous vote.

## **Staff Reports**

### **5. Tourism Budget Update**

Bennett shared that there were no new room tax revenues to report, but the kayak rental revenue of \$128.95 was received. The kayak revenue was from very late season spanning late September through early November.

Bennett cited expenditures totaling \$313.30 which included \$22.17 for website domain renewal and \$291.13 for Google Ad.

Bennett noted that six organizations submitted applications for the Tourism Room Tax Reimbursement Grant for 2025. Walcott was impressed at the number of applicants. Bennett stated that some of the applicants also had multiple applications. Bennett will schedule application meetings and plans to have the applications reviewed at either the May or June Tourism meeting.

## **Future Agenda Items**

No new items were brought up for future meetings.

The Tourism Commission's next meeting will take place on Monday, May 5, 2025, at 6:30pm in the City Hall Council Chamber.

## **Adjourn**

Hammer motioned to adjourn the meeting. Famularo seconded. Motion carried. The meeting was adjourned at 7:29pm.

\*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 \*\*