

**Prescott Tourism Committee
Meeting Notice
AGENDA**

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

1. Call to Order - meeting called to order at 12:12pm
2. Roll Call
 - a. Present: Megan Langer, Chad Steger, Beth Lansing, Mitch Wormington, Todd London;
 - b. Absent: Kimberly Braun; Angie Miner;
3. Discussion Tour Guide and Website Deliverables
 - a. Tourism Guide
 - i. Share with group and review - submit edits by 9/21
 - ii. Update photos
 - iii. QR code and Airbnb logo to link to it
 - b. Website - Mitch to set up meeting this week to mock up and move forward;
 - c. Draft Mission and Vision statement
 - i. Have group review by 9/16 (Friday)
 - d. Budget Review and Finalize to submit to Council
 - i. Approved - Megan motion; Mitch seconded

- ii. Submit to City Council Wednesday before Sept 26th at 6pm
(Mitch/Todd to attend)
 - iii. Set up Bank account - First National Bank (Beth Lansing)
- e. Finalize Event Dates
- i. Oktoberfest: October 15th -16th
 1. 9 participating bars - talk to Carbone's (send info to Mitch) or the Legion for an even 10;
 2. Beer and food: participants need to sample at least 4 participating locations for a prize opportunity funded by the bars/restaurants
 3. Cards and posters supplied - hoping for delivery end of week (20 posters); if posters are delayed, there may be a printing cost, which is in the budget
 4. **Envelope** for "OktoberFest Entries" to be passed out to bars/restaurants
 - a. Collection on Sunday after 4pm (Chad or Todd)
 - b. Facebook Live for drawing (Megan to host)
 5. Share with Cottage Grove, Hastings, River Falls (Megan) on facebook
 - ii. Small Business Saturday - November 26th
 1. Tourism Committee to coordinate the "downtown business" ideas; "Taste of Prescott" for downtown businesses - bloody mary's Contest;

- a. Vote at the Chamber Table at SBS
 2. Other Ideas: Coloring contest for kids - submit through the School; find an image for WINTER CARNIVAL cover - winner goes on cover; (Megan)
 - iii. January Winter Carnival – Date TBD
 1. Ice Carving - talk to (Kimberly)
 - iv. Wedding Expo - March
 1. Saturday, March 4th from 12pm - 4pm
 2. Event Center is donated - \$500/600 or cost
 3. Reservation Deposit – Need to include to ensure vendors come to show, but we need clarity on Tourism Committee revenue permission; contingencies being built
 4. Free Admission
 5. TASTE OF PRESCOTT downtown from 4pm – focused on dinner
 6. Cater to Grooms downtown during the day - 12pm - 4pm while brides/friends at wedding expo
4. Other Business
- a. Can we add a QR code to check on where people are coming to Prescott from?
 - b. **ACTION:** Meeting 9/21 at 12:30 pm - to approve guide/mission/etc.
 - i. Can we GENERATE income? If we charge admission, etc where does the money go? Can the Chamber be the sponsor?

ii. Approve Tourism Guide

5. Adjourn - Motion (Megan); Seconded (Mitch)