

**AGENDA
CITY OF MONONA
TOURISM COMMISSION
Monona City Hall – Conference Room
5211 Schluter Road, Monona, WI
Wednesday, January 31, 2018
5:30 p.m.**

1. Call to Order
2. Roll Call
3. Approval of Minutes from November 15, 2017 Meeting
4. Appearances
5. Staff Brief (Finance Director)
 - A. Financial Status of the Room Tax
6. Unfinished Business
 - A. Approval of Tourism Grant Application Form
 - B. Hotel Data Related to Tourism Review
7. New Business
 - A. Marketing / Tourism Assessment Project with Wis. Department of Tourism (Invited: Kristie Schilling, Andrew Nussbaum)
 - B. Request for Proposal for Communications Consultant – Update on Process, Possible Allocation Request
 - C. Tourism Grant Applications for 2018 - Process Review
8. Discussion of Items for Future Agenda
9. Upcoming Meetings –
10. Adjournment

Note: Upon reasonable notice, the City of Monona will accommodate the needs of disabled individuals through auxiliary aids or services. For additional information or to request this service, contact Joan Andrusz at (608) 222-2525 (not a TDD telephone number), FAX (608) 222-9225, or through the City Police Department TDD telephone number 441-0399. The public is notified that any final action taken at a previous meeting may be reconsidered pursuant to the City of Monona ordinances. A suspension of the rules may allow for final action to be taken on an item of New Business. It is possible that members of and a possible quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information or speak about a subject, over which they have decision-making responsibility. Any governmental body at the above stated meeting will take no action other than the governmental body specifically referred to above in this notice.

**Minutes
Tourism Commission
November 15, 2017**

The meeting of the City of Monona Tourism Commission was called to order at 5:30 pm.

Present: Eric Bunting, Brett Sackett, Alder Andrew Kitslaar, Marc Houtakker.
Not present: Mike Strigel

Also Present: City Administrator April Little

1. Approval of Minutes from June 29, 2017 Meeting – Motion by Houtakker to approve; Seconded by Bunting. Motion carried.
2. Staff Brief
 - A. **Financial Status of the Room Tax** – Houtakker: The funding can be carried over to the next year. Budget estimated \$242,868 in hotel tax revenue in 2017. Thru 3rd quarter, \$202,994 has been collected. Tourism funds available to spend are estimated at \$17,132 at the end of this year. Based on this, Houtakker is projecting \$35,072 in hotel tax revenues for that can be use tourism purposes in 2018. Third and fourth quarters seem to be better than the first two because of large events like Ironman, etc. Will set up a separate account to track tourism funds going forward. Of the revenues, \$10,000 can be used for the annual Tourism guidebook from MESBA; it seems appropriate to come from this fund. MESBA should technically apply for this in 2018. That expenditure has been levied in the past. It may be more accountable to run it through the tourism fund in the future.
 - B. **Contract with MESBA Tourism Entity Agreement** – Little said that the contract was reviewed by the city attorney and approved by City Council. MESBA is proposing a tourism task force.
3. **Discussion of Findings from Regional Travel & Tourism Research Association Conference**
 - A. **Hotel Data Related to Tourism** – Bunting: he tries to tabulate an annual report with hotel (AmericInn) data to glean information about people who stay. How are they finding out about this hotel, etc. The report doesn't really break down demographics. Do track why they are here, generally. Where are they coming from? Where are the feeder markets? Many come from Wisconsin first. How much walk-in traffic? Some may be in town for construction work, for example. By year end, Bunting can share this report with the Commission to look at trends and patterns. Why do people stay here versus Madison or elsewhere? The goal is to use data to help figure how to keep hotel traffic in Monona. Events at Olbrich, Goodman, East Side Club are draws (i.e. weddings). They could advertise more through wedding venues. Monona Community Center also hosts special events.

Bunting: they need to look at demand and supply issues and what's in the market pipeline (i.e. are more hotels being built). He asked whether Airbnb is reducing hotel traffic? They can provide unfair competition. Little said the Plan Commission is choosing not to regulate them now, but there does not seem to be more than a handful of them here.

Here is the process Little learned regarding information needed from hotel data collection. It is hoped that AmericInn's reports can offer some of this information.

- Identify data points to track; what do we have now; what do we need; how to obtain (resources) and update it?
- Identify current and potential visitors
- Identify gaps

B. Marketing / Tourism Assessment Project with Wis. Department of Tourism – Travel Wisconsin has a no-cost assessment process that we can use to ultimately help better brand the city. We need to define why we are telling people to come to Monona. How will the work flow between Tourism and MESBA? We will need to figure this out with them. Invite Kristie Schilling to the next meeting to explain where the funds will go and how used to help promote the city.

Other factors, not included in the Travel Wisconsin survey but should probably be addressed include walkability, restaurant market, and transportation.

4. Discussion of Items for Future Agenda – Request Kristie Schilling attend. Need to formally approve the application form and process. Review hotel data and finance update.

UPCOMING MEETINGS – The commission will meet in January.

ADJOURNMENT - A motion to adjourn was made by Houtakker, seconded by Bunting. The motion carried. (6:24 pm)

*Respectfully submitted by:
April Little, City Administrator*



CITY OF MONONA TOURISM GRANT APPLICATION FORM

For more information, see Monona Municipal Code Title 63, Article III, 66.0615 Wis. Stats., or contact the City Administrator with any questions at (608)222-2525 or alittle@ci.monona.wi.us

APPLICANT INFORMATION:	
Organization:	Contact:
Email:	Phone:
Mailing Address:	
Event / Project Name:	
Location of Event / Project:	
Date(s) of Event / Project:	
EVENT OR PROJECT INFORMATION:	
Type of Event/Project: <input type="checkbox"/> Performing Arts <input type="checkbox"/> Cultural <input type="checkbox"/> Festival <input type="checkbox"/> Marketing/Info <input type="checkbox"/> Other:	
Description of Project or Event:	
Please describe how this event or project will promote overnight hotel stays:	
Number of Attendees Expected:	Number of Volunteers Expected:
Projected Number of Overnight Hotel Stays:	Number of Hotel Stays Previous Year:
How are you marketing this event or project?	
Event or Project Budget:	Amount of Funding Requested:
Use of Tourism Funds:	
Applicant Signature	Date:

APPLICATION PROCEDURES:

- Submit completed application form before Tourism Commission at least three weeks before meeting date.
- Appear before the Tourism Commission to present request and answer questions about your application.
- Application due date is:
- Funds available this round:
- Deadline for expenditure of awarded funds:

Other requirements:

- Submit electronic (PDF) files of all applications via email to the City Administrator at alittle@ci.monona.wi.us.

For Tourism Commission Use Only

Date Approved by Commission:

Amount Awarded:

Chair Signature:

Attach conditions for approved grants.



MONONA EAST SIDE BUSINESS ALLIANCE

connections start here

5900 Monona Drive, Suite 302, Monona, WI 53716 | (608) 222-8565 | MononaEastSide.com

MONONA TOURISM ASSESSMENT STAKEHOLDERS

Darren Bush, Rutabaga Paddlesports
Mike Strigel, Aldo Leopold Nature Center
Eric Bunting, AmericInn
Kelly Slack, Monona Memorial Day Parade
Jerry Kempfer, Rockin' Chocolate Marathon
Tami Gilbertson, WPS
Ann Tieman, Monona Bank
Kellie Unke, Stark Company Realtors
Evan Sengbush, Phoenix Nuclear Labs
Matt Gonnering, Widen
Josh Lavik, Lavik & Associates at Keller Williams
Joe Klinzing, Off Broadway Drafthouse
Missy Tracy, Ho-Chunk Gaming Madison
Daryl Sisson, Daisy Cafe
Mary Lou Reinwand, Rosy Cheeks & Company
Leah Hernandez, The Cozy Home
Ryan Klein, Unity Point Health Meriter
Jeff Jacobson, Country Financial
Heidi Segerson, Summit Credit Union
Joe Long, Waterstone Mortgage
Bert Slinde, Slinde Realty
Joshua Murphy, Starion Bank
Pam Christenson, MGE
Dawn Bauer, QPS Employment Group
Sharon Chamberlain, ActionCoach of Madison
Steve Strobel, Town Planner
Robin Schmidt, Dane County? or Tanya Buckingham
Tim Casper, Murphy Desmond
Jaye Clemmons, Mr. Brews Taphouse
Daniel Olson, Monona Grove School District
Chad Speight, Monona City Council
Andrew Kitslaar, Monona City Council
Jake Anderson, Monona Parks & Recreation

DESTINATION ASSESSMENT PROCESS

• **DEFINING MONONA'S TOURISM BRAND**

- free service with Department of Tourism/Regional Tourism Specialist (RTS)
- develop tourism asset inventory
- determine best path to maximize appeal for visitors

• **HOW TO START**

- DMO establishes task force or committee
- assemble tourism stakeholders in Monona; not only hospitality industry but arts, finance and education
- optimum size is 13-20

• **FACT FINDING MISSION**

- understand the current impact of tourism and how the community perceives itself
- MESBA works with RTS to identify existing economic impact research

• **COMPREHENSIVE INVENTORY OF DESTINATION ATTRACTIONS & FACILITIES**

- analyze the research
- create the destination vision

• **PROCESS OUTLINE**

- Development of the Committee or Task Force (RTS to assist) Timeline: Month 1
- Committee Initiates the Research Phase of the Process (RTS to Assist) Timeline: Month 2-3
- Committee Initiates Destination Inventory Process Timeline: Month 4
- Strategic Planning Session to include Analysis, Visioning and Prioritization of Destination-enhancing Development Possibilities (RTS to Lead) Timeline: Month 5

Discovering Your Assets

The world's biggest and best brands understand that in order to encourage sales, they have to market in an effective way and generate demand. What is obvious to these major brands is also obvious to Wisconsin communities and destinations. That is why we created the Tourism Assessment.

This service offering has three opportunities:

- Do It Yourself (A self-guided tool kit)
- Tribal Assessment (Crafted specifically for our Native partners led by a Regional Tourism Specialist)
- Destination Assessment (Created in partnership with the Department and a destination marketing organization of other independent non-profit organization. Specialized program led by a Regional Tourism Specialist (RTS))

The purpose of the program is to assist in establishing a framework for enhanced destination marketing and development ultimately to build an effective plan of action. The process is:

1. Crafting a proposal to community leaders for their approval and support
2. Assemble Tourism Task Force
3. Create and Implement a Research Work plan
4. Comprehensive Inventory of Tourism Assets
5. Identify Destination Vision
6. Identify and Prioritize Development Projects
7. Funding
8. Action Plan

Recreation	Description	Local	Regional	Destination	N/A
Amusement or Theme Park					
Ball Parks / Tournaments					
Beaches					
Bicycling					
Bird Watching					
Boat Rides					
Camping					
Canoeing					
Fishing - Fly					
Fishing - Ice					
Fishing - Charter					
Fishing Derbies					
Fossil Hunting					
Geo-Caching					
Golf					
Hang-Gliding / Para-Sailing					
Health Resorts / Spas					
Hiking / Walking					
Horseback Riding					
Hot Air Ballooning					
Hunting					
Kite Flying					
Jet-Skiing					
Marinas					
Marathons / Tri-athalons					
Parachuting					
Picnicing					
Regattas and Boat Races					
Rock Climbing					
Rock / Mineral Hunting					
Roller Blading					
Running					
Sailing					
Scuba Diving					
Snow Skiing - Downhill					
Snow Skiing - Cross-Country					
Snow Skiing - Snowboard					

Snowmobiling					
Sledding					
Spelunking					
State Parks					
Swimming					
Tennis					
Water Skiing					
Zoos					

Nature-Based Attractions	Description	Local	Regional	Destination	N/A
Arboretum / Botanical Gardens					
ATV Trails					
Beaches					
Bird Watching					
Caves, Gorges, Grottos					
Fall Foliage					
Fish Hatcheries					
Forests (State / National)					
Environmental Programming					
Geological Formations					
Islands					
Lakes					
Mountains, hills & Cliffs					
National and State Parks					
Nature Trails					
Natural Lookout Points					
Prairies and Grasslands					
Protected Wetlands					
Rivers, Streams and Waterways					
Sand Dunes					
Star Gazing Sites					
Waterfalls					
Wildlife Sanctuaries and Preserves					
Wilderness Areas					
Wine Trails					
Woodlands					

Other Attractions	Description	Local	Regional	Destination	N/A
Antiquing					
Artisan Colonies					
Bed & Breakfasts					
Barns & Windmills					
Bridges					
Climbing Walls					
Convention / Conference Facility					
Country Inns					
Culinary Offerings / Local Foods & Wines					
Factory Outlets					
Herb Farms					
Hotel & Lodging					
Hotel - Full Service					
Hotel - Historic					
Industrial Plant Tours					
Hotel & Lodging					
Hotel & Lodging - Bed & Breakfasts					
Hotel & Lodging - Historic					
Hotel & Lodging - Full Service					
Hotel & Lodging - Cottages					
Hotel & Lodging - Cabins					
Hotel & Lodging - Camping					
Hotel & Lodging - Glamping					
Miniature Railroads					
Movie / TV Locations					
Murals / Outdoor Art					
Observation Towers / Observatories					
Railroad Depots / Rides					
Retreats and Learning Centers					
Roadside Produce Stands					
Scenic Highways					
Scenic Views / Observation Towers /					
Shopping & Retail Experiences					
Skating / Skateboard Parks					
Ferryboats & Excursions					
Unusual Buildings					
Universities & Colleges					

Special Events	Description	Local	Regional	Destination	N/A
Agricultural Fairs					
Air Show					
Antique Auto Show					
Antique and Collectibles Show					
Arts, Crafts & Hoppy Fairs					
Auto / Motorcycle Racing					
Boat Shows					
Cat and Dog Shows					
Centennials / Bi-Centennials					
Culinary Fairs and Events					
Dance & Opera Productions					
Ethnic / Multi-Cultural Celebrations					
Environmental Festivals					
Farm Tours					
Farmers' Market					
Film Festival;s					
Fishing Derbies					
Flea Markets					
Flower Shows					
Golf Tournaments					
Harvest Celebrations					
Hay Rides					
Holiday Celebrations & Festivals					
Home Tours					
Horse Shows					
Local Theatre					
Livestock Exhibitions					
Music Festivals and Concerts					
Pageants					
Parades					
Religious / Spiritual Observances					
Rodeos					
Sports Events					
Symphony / Orchestral Performances					
Tractor Pulls					

SURVEY QUESTIONS FOR ON-SITE VISITORS

In conjunction with the Wisconsin Department of Tourism, Monona East Side Business Alliance has undertaken a Destination Assessment Process to determine opportunities for expanding the area's appeal to visitors. Clearly, as you are visiting today, the community has some appeal already. This process will help determine what, if anything could make the community even more attractive and encourage you to return.

The following questions will assist us to better understand the opportunities before the community in developing itself further for visitors.

- 1) Where do you live?

- 2) What about this community encouraged you to visit today?

- 3) Have you visited this community before?

- 4) From your perspective, what are this community's most attractive assets?

- 5) What are this community's greatest weaknesses in your eyes?

- 6) What addition to this community would make it more likely that you'll return?

SURVEY QUESTIONS FOR RESIDENTS & STAKEHOLDERS

In conjunction with the Wisconsin Department of Tourism, Monona East Side Business Alliance has undertaken a Destination Assessment Process to determine opportunities for expanding the area's appeal to visitors. Tourism to Dane County is estimated to already add over \$2 billion in visitor spending to the region's economy, powering 21,654 full-time jobs. This process will help determine if these economic impacts can grow even larger.

The following questions will assist us to better understand the community's attitude regarding and interest in attracting additional visitors...and the economic impact and jobs it can bring.

- 1) If you did not live here, what about this community would encourage you to visit?

- 2) From a visitor's perspective, what are this community's most attractive assets?

- 3) What are this community's greatest weaknesses in being able to attract visitors?

- 4) What addition to the community would make it more attractive to visitors?

- 5) Knowing what you do about the economic impact of additional visitors to your community, do you support efforts to consider new ways to attract them to town...and why or why not?

- 6) If you answered "no," what is your biggest concern regarding additional visitors?

SURVEY QUESTIONS FOR DATABASE INQUIRIES

In conjunction with the Wisconsin Department of Tourism, this community has undertaken a Destination Assessment Process to determine opportunities for expanding the area's appeal to visitors. Clearly, as you have requested information from the Chamber/CVB, etc., the community has some appeal to you already. This process will help determine what, if anything could make the community even more attractive to prospective visitors like you.

The following questions will assist the Destination Assessment Committee better understand the opportunities before the community in developing itself further for visitors.

- 1) What about this community encouraged you to request information?
- 2) After you requested information, did you visit?
- 3) Had you visited before?
- 4) From your perspective, what are this community's most attractive assets?
- 5) What are this community's greatest weaknesses in your eyes?
- 6) What addition to the community that you did not find in your initial research would make it more likely that you'll visit in the future (or return)?

City of Monona
Request for Proposals for a Communications Needs Assessment

The City of Monona invites proposals from qualified Communications Consultants to conduct a Municipal Communications Needs Assessment. Proposals must be received no later than the **5 PM on Friday, February 2, 2018.**

The desired outcomes for this Needs Assessment can be summarized as follows:

Phase 1: To identify and/or clarify the municipality’s strategic communication needs and opportunities for improvement. To create a communications needs assessment that includes immediate strategies and actions community leadership can take to advance its commitment to inform, educate and engage residents and promote community assets. To position municipal leadership to confidently and expeditiously pursue communications priorities.

Phase 2: To create a tourism needs assessment.

Phase 3: To create branding guidelines.

Overview of Monona

The city of Monona is a thriving community of approximately 4 square miles, including residential homes, commercial properties, city facilities and major green space. It is nestled on four miles of the eastern and southern shores of Lake Monona and surrounded by the state capital of Madison. Monona is home to about 8,000 residents and 500 large and small businesses. Previous to incorporation as a village in 1938, Monona consisted mainly of farmland and summer homes, and was once the summer grounds of the Ho-Chunk Nation, formerly known as the Wisconsin Winnebago Tribe.

The community is evolving. Monona is increasingly attracting young families, young professionals and small businesses, buoyed by good housing stock, very strong schools, 330 acres of parks (including wetlands and woodlands), and substantial redevelopment. The communication strategies and tools Monona currently employs to inform, educate and engage its constituents also needs to evolve and expand. We are committed to distinguishing Monona from Madison and other “bedroom” communities and promoting the city as a great place to reside, do business, recreate and visit. We know there are a myriad of opportunities to expand the depth and breadth of communication to a variety of markets, across numerous media platforms.

Scope of Services – Phase 1 General Communications

Monona expects the scope of services to include:

1. A review of all current municipal communication practices, personnel, materials and tools (including City-owned radio station WVMO 98.7 and the City's Community Media program used to inform, educate, and engage community stakeholders; promote Monona programs, services and commerce.
2. A comparative analysis of specific communications gaps between Monona's current communications strategies and actions and best practices in comparable municipalities.
3. An analysis of our primary target markets and the tools and techniques needed to reach them.
4. Prioritization of Monona's specific communication needs.
5. Identification of immediate opportunities for improvement (i.e. low hanging but impactful fruit) to pursue, assuming current staff limitations of time and/or expertise.

Scope of Services – Phase 2 –Tourism

1. An analysis of our primary target markets for tourism and assessment data from Travel Wisconsin.

Scope of Services – Phase 3 – Marketing / Branding

1. Development of Monona's brand (i.e. the value and promise Monona offers its target markets), exclusive of the City's logo/graphics.
2. Creation of brand and identity guidelines to ensure consistent application of our brand by all those engaged in the production of materials and tools.

Expected Deliverables – Phase 1

1. A report which articulates: a) specific findings from the review of current practices, personnel, materials and tools, b) significant gaps in comparison to best practice communication strategies and actions, and c) specific prioritized, strategic recommendations (including personnel, practices, materials and tools) to close gaps and improve the City's capacity to inform, educate, engage and promote. Should recommendations include the realignment of current personnel and/or the potential engagement of new communications-specific personnel or management, please include an articulation of the desired skills and qualifications to fulfill Monona's highest needs. d) Identify staff training needs.
2. Written, specific segmentation of the municipality's target markets, and the communication and marketing priorities (i.e. messaging, media and tools) to reach and impact their behavior and actions.
3. Written articulation of immediate actions the municipality can take to further manage and improve communications process across multiple media platforms.
4. Provide sample communication guidelines.
5. Provide sample process to measure and evaluate annual progress and success of the City's communication program.

Expected Deliverables – Phase 2

1. Documentation of specific communications and marketing strategies to encourage tourism in Monona.

Expected Deliverables – Phase 3

1. Presentation of no more than three potential articulations of Monona's brand and facilitation of a meeting of municipal leadership to come to consensus on that brand.
2. Documented brand and identity guidelines with collateral materials (e.g. logo slicks with tag lines, pantone colors, etc.) for Monona and facilitation of staff training to ensure their consistent application.

Proposal Content

- Qualifications of the consultant or consultant team that will be involved in the Assessment. If there is more than one individual involved, please articulate the role of each.
- Relevant Communications Assessment experience of the firm and personnel involved, most especially as relates to efforts on behalf of municipalities and/or public agencies.
- References related to other projects of similar focus and scope.
- The approach and process to be implemented to address both the scope of services requested and expected deliverables.
- Total fees and expenses, broken down into project components or phases, and inclusive of assumptions used to determine costs. **Please create marketing/branding and tourism as separate phases.**
- An estimated timetable for completion of each phase.

Contact:

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