

Historic House Tour - Steering Committee meeting

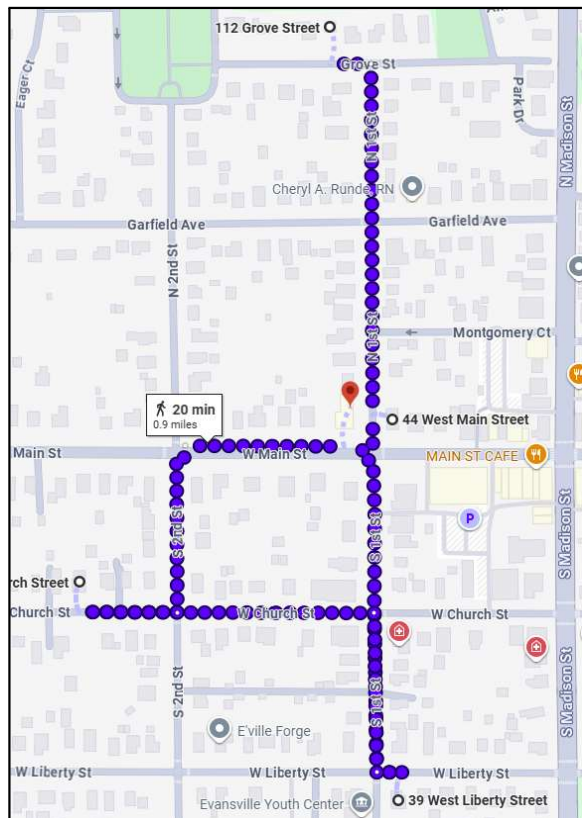
June 19, 2026 Noon - 1pm

Attendees: Kris Thome, Norm Barker, Ruth Ann Montgomery, Marsha Dobbs, Art McEvoy, Dottie Dykstra

Absent: Chris Eager

1. Final List of Houses

- a. 44 W. Main Street (Tower House/Taylor)
- b. 39 W. Liberty Street (Otto)
- c. 224 W. Church Street (Carr)
- d. 104 W. Main Street (Shannon)
- e. 112 Grove Street (Barker)



2. Sub-committee reports

- a. Sponsorships - Kris reporting for Chris
 - i. Commitment of \$100 each
 - ii. So far: Roger Berg, Evansville Ford, Symdon Chevy (already pd), Helgesen Century 21
 - iii. Looking at: 5ish more (including Helgesen storage)
 - iv. Goal: ten sponsorships at \$100 each

- v. TO DO: Dottie to reach out to the current sponsors for their professional logos for advertising purposes
- b. Advertising / Ticket Sales
 - i. Jim Richter will have 5-house drawing ready by June 26
 - ii. Determined paper tickets only (no digital/QR codes - too complicated)
 - iii. Determined kids 12 and under are FREE
 - iv. Determined no discounts for group ticket purchases
 - v. Determined no pets, service animals, photos; not wheelchair accessible
 - vi. Still discussing: require a certain age be carried throughout the houses?
 - vii. Online ticket development coming along
 - viii. Will sell tickets at HITP, Chamber, Saturdays at the Museum
 - ix. Bill Lathrop to do press release. May put PR in WI State Journal
 - x. TO DO: Kris to find out Gazette's word count limits for house articles
 - xi. Marketing Collateral - Dottie to help support development of
 - xii. Many advertising outlets under research (e.g.: in the 608, Monroe and Janesville radio, 250rcwi.com, WI historical society list serv)
 - xiii. TO DO: Check with Evansville Examiner if they'd add Art's articles to their other regional newspapers
 - xiv. TO DO: Check with Evansville Examiner on advertising
 - xv. House Tour Brochures available day of Tour, not before
 - xvi. Banner development: for Museum, Pig, and Wally's
 - xvii. Wally OK with opening up Yard Fest to outsiders so we can advertising "come to Evansville for the day" concept
- c. Volunteers / Docents
 - i. Marsha Dobbs to work with Marcia Kramer
 - ii. Homeowners to develop their lists for docent support, then Grove to do back fill
 - iii. Will have a Board member staffed at each house
 - iv. Grove has a list of 5-7 available for volunteering; TO DO: Kris to send list to Marsha
 - v. Will ask for volunteer sign ups at HITP
 - vi. TO DO: Marsha to contact Steve Hagen about Lions support
 - vii. Are there any other Evansville groups that we could reach out to for support? (FFA alumni?)
 - viii. Ways to celebrate volunteers/successful Tour: Wally's yard fest (day of), something at the October annual meeting?
 - ix. TO DO: Kris to reach out to Lyman about historical vignettes at each house
- d. House Research
 - i. If there are any home-related questions, send them to Ruth Ann
 - ii. Tower House currently under renovation, so shoe booties are not a requirement
 - iii. Should docents have cue cards with bulleted house details?

- iv. TO DO: Art work with homeowners to learn about restorations, anything unique/special to their house (including the grounds and outbuildings) (e.g., Norm's weeping mortar)
- e. Homeowner Support
 - i. TO DO: Kris to check with Wally on home owner legal responsibilities (beyond the Grove's insurance)
 - ii. Should each home owner check with their own insurance company?
 - iii. TO DO: House walk throughs, identify # of docents needed, off limit rooms/areas, check for tour path concerns (i.e., rugs, priceless vases)
- f. Supplies
 - i. Have 2 boxes of shoe booties. Suggest ticket holders put them in a booty box after each house to use for next ticket holder (in lieu of ticket holders carrying them from house to house)
 - ii. Have 5 "house tour" signs to put in front of each house
 - iii. Need trash cans for front of each house to deposit food/beverage containers before entering
- g. Add budget sub-committee - Kris Thome & Dottie Dykstra to lead
 - i. Goal: Sponsors to cover upfront costs
 - ii. Pat Carr has offered printing services - TO DO: need to better understand what this entails
- 3. Pre-tour lunch vs. Food trucks vs. Rock County Dairy trailer
 - a. After discussion, determined to research options for food trucks + Rock Dairy trailer (block party style) day of Tour (supports small business)
 - b. TO DO: Dottie/Kris to learn from Creekside their knowledge of food trucks (including how generators might work)
 - c. TO DO: Food Truck entry fee research including who gets those funds
 - d. TO DO: Kris to check in with Larsen Acres for use of their tables
 - e. TO DO: Norm to do city research what's necessary to close off the block of North 1st street, what electricity is available (and if there is a fee), what other city requirements there might be.
- 4. Create Timeline
 - a. Kris shared a working timeline (see attached)
 - b. SOME of the June deadlines include:
 - i. Art work by Jim Richter
 - ii. Finalize budget
 - iii. Finalize sponsorships/obtain logos
 - iv. House photography/home stories
- 5. Set Next Meeting Date
 - a. Determined steering committee could meet again in 3 weeks (July 10), sub-committees sooner than that, on their own schedule.
 - b. If anyone on committee feels a meeting is necessary before July 10, SPEAK UP
 - c. Kris will bring lunch for all for July 10 meeting