

Historic House Tour

Steering Committee Meeting

7.10.26 Noon

Attendees: Kris Thome, Norm Barker, Ruth Ann Montgomery, Art McEvoy, Dottie Dykstra, Chris Eager

Absent: Marsha Dobbs

Sponsorships - Chris

Confirmed:

1. Symdom gave \$100. **TO DO: Chris** to call them today for their electronic logo.
2. Evansville Ford gave \$100.
3. Helgesen Century 21 gave \$100.
4. Helgesen Storage gave \$100.
5. Roger Berg gave \$100.
6. Lake Ridge Bank gave \$100.
7. Piggly Wiggly gave five (5) \$20 gift cards.

In the works/updates:

- Bank CMG - getting more info. Kris T did send a follow up to see status on what else they need.
- Wells Fargo - reached out 2x but nothing in response yet.
- Approached Ace. Manager gave Chris a form which he completed and returned. Haven't heard back yet. **TO DO: Chris** will call Ace today to check status.
- Nothing with Stoughton Trailers, Night Owl, Culver's.

TO DO: Chris will follow up with missing electronic logos.

The group thought that if we only got 8 sponsors, that would be okay (versus the original goal of 10).

Tickets - Dottie

Kris was able to get Zeffy up and running, will use this for the ticketing.

Can have custom questions, will include: Mail or Will Call ticket; add "how did you hear about us".

TO DO: Need to figure out how to have Chamber do cash sales so we can keep the project within its own Zeffy campaign.

Advertising/Promotion - Kris

Jim Richter's art is nearly ready to go, with Minuteman right now for final modifications. Will be delayed ~week (from the timeline).

Art and Bill Lathrop are working on details for Bill's press release.

Various promoting options include: WI Historical Society list serv, Pat Carr has an emailing list that we can use to do a promo. Also will reach out to local historical societies; Josh in the 608 has been contacted. WPR has a community calendar we'll add to, also some radio.

Street Permits - Norm

TO DO: Norm will ask Leah about:

1. permit for closing the block
2. permits for food trucks
3. electricity for food trucks
4. any fee waiving

Additional activities that day

TO DO: Kris to check with ECT on a new contact to learn more about the possible historical vignettes. Yard Fest is still something we can promote along with the Tour.

TO DO: Kris will check with the Chamber to see if they want to put out business community communication about the Tour, they may want to do something in conjunction (i.e. have an open house [realtor], or [small business] be open longer during the time of the Tour, etc.)

Wondered out loud when the Disc Golf competition takes place. **TO DO: Kris** to check.

Registration Table - Art and Dottie

ECT will have a production in September (unsure what/when) - promote day of the Tour.

Membership brochures (do we have enough?)

Postcards (current inventory)

Postcards of HHT 2026 (need to be designed/printed)

Volunteers - Marcia and Marsha

Some folks have signed up; have a ways to go to get a good list, but there is still time.

Need to get #s from homeowners (how many needed, how many they already have).

Will develop a master list with contact information.

5 house tour for docents, morning of? **TO DO: Marsha/Marcia** to work out the details.

House Research - Art and Ruth Ann

Draft email to all home owners is ready to go out that asks for any additional details that might be particular to their home to add for fun flavor.

Home Owner Support - Art and Kris

TO DO: Kris to check with each home owner to find out how many people they are comfortable with being in the house at any one time. Kris to check on each house's traffic flow pattern.

Supplies - Kris

House tour signs (that have numbers 1, 2, 3, 4, 5) - total 5

House Tour signs (with arrows) - total 4

Smaller signs (look homemade) also available (unsure of quantity)

188 pairs of booties

TO DO: Each sub group lead please let us know what you need for supplies.

Food Trucks - Dottie

Reached out to Rhonda. Will reach out again to discuss.

Data Collection

What data do we want to collect? Age demographic groupings; #s at each house. What else?

Deadlines

Will adjust the graphics by 7-10 days (should be okay still).

Adjust budget target

TO DO: Kris will shift some deadlines and re-share the timeline.

Next Meeting

July 24th, noon at the Baker building.