

Delafield Promotional & Tourism Council
Minutes Nov. 7, 2006

Board Members Present:

Mary Daniel(MD), Cate Rahmlow (CR), Todd Riley (TR), Jack Weissgerber (JW),
Lynn Morrison (LM)

Others:

Corlis McKittrick (CM)

Absent:

Dennis Sobczak (DS)

Oct. Minutes Approval

Motion made by LM, seconded by CR. All in favor. Carried

Oct. Checking Account/Investment Account Report

Chkg. Acct. \$1307.41 Savings/Invest. Acct. \$32,152.67

Authorization of Oct. 06 Payments

Motion made by LM, seconded by JW. All in favor. Carried.

Citizens Comments on items pertaining to agenda

none

Old Business

1. Informational Reports

- **Tourism Council (TC) Reports**
 - * **By-Laws:** Motion made by CR, seconded by LM to approve by-laws as recommended by TR and Attorney Tom Aul extending council to 9 members. City Attorney to review and share concerns within 14 days. All in favor. Carried.
 - * **Utility Expenses/Office Space:** Chamber will be utilizing more office space with the addition of a new person. Council agreed to continue current division of shared utility costs.
- **Chamber Report (CR)**
 - * **Chamber Master:** TR stated that Chamber needs to resolve the Hot Deals and Events issue on the web site.
 - * **New Administrative Assistant:** 10-15 hours per week.
 - * **Celebration Coupon Book:** Opportunity for Chamber members to provide Holiday shopping discounts.
 - * **Christmas in Delafield:** Breakfast with Reindeer hours extended to better coincide with store hours.
 - * **2007 Chamber Guide:** New look.
- **HD3 Update (CM)**
 - * **Name Change:** Historic Downtown Delafield District

2. Web Page
 - Oct. / Top 6 List- included on Nov. agenda
 - E-Effective Marketing - Web site review. CM to direct them to begin the site review. TR to arrange the on-site presentation date.

3. Advertising/Marketing Update (CM)
 - Ad Schedule: 2 holiday ads late Nov.& Dec. 1; Chicago Pioneer Press and Wis. State Journal. Highlights Dec. 2 events with special attention to Breakfast with Reindeer.

4. WI Tourism Council Summaries (CM). Distributed for use in strategic planning.

New Business

1. Contract – Executive Director, City of Delafied Promotional & Tourism Council
 - Adjourned into closed session per 19.85 (1) (e) Wis. Stats. Competitive or Bargaining Reasons.
 - Reconvened into open session to be held on Nov. 14th.

Meeting adjourned.

Respectfully submitted,
Corlis McKitrick