

**City of Delafield
Promotional and Tourism Council Minutes**

Tuesday, November 14th, 2006

Present

Cate Rahmlow
Todd Riley
Dennis Sobczak
Mary Daniel
Lynn Morrison
Corlis McKitrick
Jack Weissgerber

Absent

Meeting called to order at 7:00 a.m.

Pledge of Allegiance

Roll Call

1. Citizens Comments on Items Pertaining to Agenda
None
2. Old Business
None
3. New Business
 - a. Discussion of input and ideas for future mission and scope of services for Delafield Promotion and Tourism council
 - Larger than heads in beds
 - General marketing of all of Delafield
 - Events – targeted ads for these, partnering
 - Enlarge the current scope
 - Target businesses
 - Tour groups
 - Travel promotions
 - Apply for grants through the tOurism office
 - Enhance the Farmer’s Market
 - Get involved is signage for the City
4. Announcements and Discussions
 - a. Meeting schedule for next several weeks
 - i. Nov 21st – Closed Session – Performance Review
 - b. Todd will provide structured feedback to Corlis after the performance review

- c. Minutes and agendas need to be posted to the Delafield website. Last ones posted were in July of 2005
- d. Travel editor will visit Nov 30. Dept of Tourism arranged the plans for the day
- e. Julia Hertle – was called on 11/13/06 regarding website review

5. Adjournment

Motion to adjourn made by Lynn Morrison, seconded by Cate Rahmlow. Meeting ended 8:15 a.m.

Respectfully submitted,

Lynn Morrison