

Delafield Promotional & Tourism Council
Minutes Dec. 5, 2006

Board Members Present:

Mary Daniel(MD), Cate Rahmlow (CR), Todd Riley (TR), Dennis Sobczak (DS), Lynn Morrison (LM), Lisa Geason (JW substitute)

Others:

Corlis McKittrick (CM)

Absent:

Jack Weissgerber (JW)

Nov. Minutes Approval

Motion made by LM, seconded MD to approve Nov. 7th minutes. Motion made by CR, seconded LM to approve Nov. 28th minutes. All in favor. Carried

Nov. Checking Account/Investment Account Report

Chkg. Acct. \$1298.01. Savings/Invest. Acct. \$57,127.06

Authorization of Nov. 06 Payments

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

Citizens Comments on items pertaining to agenda

none

Old Business

Informational Reports

- **Tourism Council (TC) Reports**
 - * **Tourism Council Ordinances:** Motion made by CR, seconded DS to accept ordinance as proposed by city. All in favor. Carried.
 - * **TC Services/Timeline.** Council members discussed contract terms, interview process and timeline.
 - * **TR indicated that city has projected the preliminary '07 TC budget at \$87,500.00**
- **Chamber Report (CR)**
 - * **Celebration Coupon Book:** 13 Chamber members participated in Holiday shopping discounts program.
 - * **Christmas in Delafield:** Breakfast with Reindeer hours extended to better coincide with store hours; would have liked more food donated. Fire house reception, approx. 300 people- need more space.
- **HD3 Update (CM)**
 - * **Tourism Council Q & A Session** – Scheduled Feb. 1. Focus on scope of Tourism – what, who, how funded, conclude with audience input.

Delafield Promotional & Tourism Council

Dec. 5, 2006

Page 2

2. Web Page

- Nov. Visits/ Top 6 List. 11,559. Down 1425 from Oct.; up 1426 over Nov. '05. Most frequently view pages #1 Calendar, #2 Restaurants, #3 Antiques & Shopping; #4 Chamber Home Page, #5 Food & Spirits, #6 Recreations & Attractions, #7 Lodging.
- E-Effective Marketing - Web site review. Contracted to be completed by 12/08/06. On-site presentation TBD. Will take place at LM office.

Advertising/Marketing Update (CM)

- Travel Writer/PR- due to illness & weather conditions, travel writer was unable to come to Delafield. In lieu of, CM provided writer with copy and photos to be used for story. Story scheduled in Chicago Daily Herald "Going Places travel segment Dec. 31. Travel writer intends to re-schedule spring visit for a second story.

New Business

1. '07 Delafield Colonial Encampment Request for Monetary Donation (CR)
 - Due to meeting time constraints, scheduled for a later meeting.
2. Conflict of Interest Policy prompted by IRS Legislation
 - TR stated it is in City Administrator, Matt Carlson's hands.
3. Lapham Peak Alfresco Theater
 - Due to meeting time constraints, no discussion.
4. Next monthly meeting – Due to holidays, scheduled for Thursday, Jan. 4.

Motion to ajourn made by CR, seconded DS.Meeting adjourned.

Respectfully submitted,
Corlis McKitrick, Executive Director
Delafield Tourism Council