

Delafield Promotional & Tourism Council

Minutes February 6, 2007

Board Members Present:

Mary Daniel(MD), Dennis Sobczak (DS), Lynn Morrison (LM), Jack Weissgerber (JW), Todd Riley (TR), Scott Steinhorst (SS)

Others:

Corlis McKittrick (CM), Lisa Geason, Karen Norris

Absent:

none

Jan. Minutes Approval

Motion made by MD, seconded DS to approve Jan. 4th and Jan. 30 minutes. All in favor. Carried. Motion made by LM, seconded by DS to indicate adjournment of Jan. 30th meeting. All in favor. Carried.

Authorization of Jan. 2007 Payments

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

Citizens Comments on items pertaining to agenda

Karen Norris, representing Historic Downtown Delafield District (HD3) requested a donation of \$2050.00 from the Tourism Council for May 18th Gallery night. Money to be used to build on success with additional advertisement in West edition of M Magazine.

Motion made by DS, seconded MD to approve \$2050.00 donation. All in favor; carried.

Old Business

Informational Reports

- **Tourism Council (TC) Reports**
 - * **Review of Ordinance to Amend Composition of Delafield Promotional Commission:** LM stated commission shall consist of 6 voting members and a City Council (non-voting) member serving in ex officio capacity, 1 year term, can be re-appointed. LM to email everyone approved and amended ordinance.
 - * **Council Member Status:** LM to check with City if SS has to be approved to serve on Tourism Council. SS took Cate Rahmlow's place due to her resignation.. JW agreed to stay on council until April.
 - * **Mission Statement Draft:** TR presented draft. Discussion followed. TR to re-do and email to council.
 - * **2006 PR Summer & Feb. Written Tourism Stats:** Prepared by CM.
 - * **CM vacation:** Feb. 8-18th.

- **Chamber Report (SS)**
 - * **Annual Dinner :** April 19th Delafield Hotel
 - * **Tri-Chamber Golf Outing**
 - * **Delafield applied for a \$40,000 grant for a beer fest:** One of five throughout WI. Looking at having it in conjunction with another summer event.

- **HD3 Update (CM)**
 - * **Milw Street Re-construction:** Businesses voiced concern about effects of construction on business. What about signage, etc. LM getting re-construction schedule from city.
 - * **Gallery Night :** Council recommended that together, Tourism and Chamber have a Delafield Information Center display at Gallery Night.

2. Web Page

- CM reported that ComStar secured web domain registration for visitdelafield.org and visitdelafield.com
- TR suggested hiring support for writing website RFP. LM to check with Matt Carlson to see if he could. Need to develop a master list for web site criteria and have extra meetings in March. Lisa Geason offered to help.

3. Advertising/Marketing Update

- Discussions about ads. CM to provide 2007 marketing plan.

New Business

- Delafield Colonial Encampment: SS reported it's taking place and Waukesha State Bank is major sponsor at \$2500. LM stated general tourism budget apportionment needs to be approved before council considers donating money for this event.
- CM attending Gov's Tourism Conference, March 4- 6 in Appleton. New sessions on Culinary Tourism and Eco/green tourism.
- CM reminded council that we must comply with city meeting procedures and ordinance for TC membership appointees.

Motion to adjourn made by SS, seconded TR. Meeting adjourned at 8:30 am.

Respectfully submitted,
Corlis McKitrick, Executive Director
Delafield Tourism Council