

## **Delafield Promotional & Tourism Council Minutes March 1, 2007**

### **Board Members Present:**

Mary Daniel (MD), Dennis Social (DS), Lynn Morrison (LM), Scott Stein horst (SS)

### **Others:**

Corlis McKitrick (CM)

### **Absent:**

Todd Riley (TR), Jack Weiss Gerber (JW)

### **Feb. Minutes Approval**

**Motion made by SS, seconded DS to approve Feb. 6<sup>th</sup> minutes. All in favor. Carried.**

### **Authorization of Feb.'07 Payments**

**Motion made by DS, seconded by SS. All in favor. Carried.**

### **Citizens Comments on items pertaining to agenda**

None

### **Old Business**

#### 1. Informational Reports

- **Tourism Council (TC)**
  - \* **Council Member Status:** MD and DS agreed to be re-appointed to the one year term. TR to verify JW membership plans, JW had agreed to stay on until April. TR to verify with city if new Chamber representative has to be approved for Tourism Council board due to resignation of Chamber Executive Director.
  - \* **Mission Statement Draft:** LM calling TR on status.
  - \* **Monthly Tourism Stats - Written report:** None. CM to combine Feb. & March; email monthly.
  - \* **Gov's. Tourism Conference:** CM attending March 4-6<sup>th</sup>. Focus on green and culinary tourism experiences.
  
- **Chamber Report (SS)**
  - \* **Annual Dinner :** April 19<sup>th</sup> Delafield Hotel
  - \* **Beer Fest Grant with Gloac Marketing:** Submitting grant by May 1. Possible Oct. date at St. John's. Looking at combining with Taste of Delafield in the future.
  - \* **Delafield Days Delafield:** Booze Bros. Friday night band, Eddie Butts, Sat.

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- **HD3 Update (CM)**
  - \* **Mill Street Re-construction:** LM reported construction to start end of March; anticipated completion date May 18<sup>th</sup>. Sidewalks to be open for Gallery Night.
  - \* **Gallery Night :** CM taking care of having banner made; working with Karen Norris and Bonnie Dixon on design. Using Chamber tent to distribute Information.

**2. Web Page**

- Web site make-over project. Extra meetings need to be held to determine criteria for RFP. Tabled until TR is present.

**3. Advertising/Marketing Update**

- PR: CM reported on events, attractions and dining arrangements that had been made and attended by travel writer during his two day visit.

**New Business**

- '07 Budget Apportionment – Reviewed, no action taken. LM requested copy of '06 budget.
- '07 Marketing Plan – Reviewed, no action taken. Board suggested that Indianapolis area, along with Chicago, be considered for brochure distribution. Delafield travel article to appear in both papers.
- CM reported 4<sup>th</sup> quarter room tax contribution \$21,215; '06 total= \$88,182.

**Motion to adjourn made by SS, seconded DS. Meeting adjourned at 8:15 am.**

Respectfully submitted,  
Corlis McKitrick, Executive Director  
Delafield Tourism Council