

**Delafield Promotional & Tourism Council**  
Minutes April 3, 2007

**Board Members Present:**

Mary Daniel(MD), Dennis Sobczak (DS), Lynn Morrison (LM), Scott Steinhorst (SS),  
Bob Dixon (BD)

**Others:**

Corlis McKittrick (CM)

**Absent:**

Todd Riley (TR), Jack Weissgerber (JW)

**March '07 Minutes Approval**

**Motion made by DS, seconded SS to approve March 1, '07 minutes. All in favor.  
Carried.**

**Authorization of March '07 Payments**

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

**Citizens Comments on items pertaining to agenda**

None

**Old Business**

Informational Reports

- **Tourism Council (TC)**
  - \* **Council Member Status:** New member Bob Dixon was introduced. Represents recreation component; member of Kettle Moraine Curling Club. MD recommended that SS stay on as the Chamber Representative. New Chamber president Clark Chiaverotti to serve in an ad hoc position so he can step into the role of TC board member. LM reported that TR will stay on but not as President. LM to determine if JW intends to stay on
  - \* **Mission Statement Draft:** none, TR absent..
  - \* **Feb.& March Monthly Tourism Stats - Written report:** CM provided.
  - \* **Gov's. Tourism Conference:** CM provided re-cap. Emphasis on green tourism.
  - \* **Main Street Program :** MD brought up; has been reviewed prior. CM to provide information about the program.
- **Chamber Report (SS)**
  - \* **Board Elections:** April Mtg. Transitioning to new President Clark Chiaverotti
  - \* **Beer Fest Grant with Gloac Marketing:** Did submit grant. Wtg. to hear.
  - \* **Executive Director Position;** Will be advertising the position; expect to hire someone end of April.
  - \* **Delafield Days Delafield:** Booze Bros. Friday night band, Eddie Butts, Sat.
- **HD3 Update (CM)**
  - \* **No report:** No March mgt. was held.
  - \* **Gallery Night :** UPS store doing banner for information tent/ kiosk.

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### 2. Web Page

- Web site make-over project. RFP on hold.

### 3. Advertising/Marketing Update

- PR: Travel Writer Editorial – April 8<sup>th</sup> edition of Chicago Daily Herald.
- Journal Topics Spring Travel Ad/Editorial with emphasis on recreation. – April drop, Chicago area suburbs.
- '07 Marketing Plan: **Motion made by SS, seconded by MD to approve '07 marketing plan. All in favor. Carried.**

### 4. '07 Budget

- **Motion made by DS, seconded by SS to approve '07 budget. All in favor. Carried.**
- Encampment donation – On hold

### New Business

- Blue Grass Music Festival – Joint opportunity with Waukesha CVB and Waukesha Rotary Club. Board asked to find out intentions via email before having a meeting.
- Group Leaders of America Mtg. – LM and BD attending.

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

Respectfully submitted,  
Corlis McKitrick, Executive Director  
Delafield Tourism Council