

**Agenda**  
**City of Delafield Promotional & Tourism Council**  
**TUESDAY, APRIL 3, 2007**  
**7:00- 8:30 AM**  
**FISH HATCHERY**

1. Call Meeting to Order
2. Pledge of Allegiance
3. Roll Call
  
4. Minutes approval – Motion to approve March 1,2007.
  
5. Checking Account/Investment Account
  - March Payments - Motion to approve
  
6. Citizens Comments pertaining to agenda and/or comments from Tourism Council on behalf of citizens
  
7. Old Business
  - Informational Reports
    - \* Tourism Council
      - Council Member Updates including Chamber member status (TR)
      - Mission Statement Draft (TR)
      - Monthly Tourism Stats– Feb. & March written report.(CM)
      - Gov.s Tourism Conference Re-cap (CM)
    - \* Chamber Report
    - \* HD3 (Historic Downtown Delafield District (CM)
      - No report – HD3 did not have a March meeting.
      - Gallery Night Update (CM)

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- Web Page :
  - \* web site make-over project
    - Next Steps
    - RFP

- Advertising & PR (CM)
  - \* Spring Ad April 11<sup>th</sup> – Journal Topics/Chicago area suburbs
  - \* PR Travel Writer Editorial April 8<sup>th</sup> - Chicago & Indianapolis area
  - \* Distribute '07 Waukesha Tourism Guide
  - \* Approval of '07 Marketing Plan
- '07 Budget (TR & CM)
  - \* Discussion/Approval
  - \* Encampment donation?

8. New Business

- 'Blue Grass Musical Festival – Joint opportunity with Waukesha CVB and Waukesha Rotary Club, Aug. 10,11 at Nagawaukee Park (CM)
- Group Leaders of America Exhibition (CM)
- Other

9. Motion to adjourn.

Filed as: Tourism Council Agendas