

**CITY OF DELAFIELD
PROMOTIONAL & TOURISM COUNCIL MINUTES**

**TUESDAY, June 5, 2007
7:00-8:30 a.m.**

Chentis-Krueger Community Senior Center

Present: Mary Daniel, Dennis Sobczak, Scott Steinhorst, Jack Weissgerber. Staff: Lisa A. Geason-Bauer, Deb Smith. Absent: Todd Riley, Bob Dixon. Community: Clark Chiaverotti, Brian Faracy

1. CALL MEETING TO ORDER Time: 7:24am
Summerstage of Delafield; B. Faracy presented
(from 7:05 am to 7:24am)
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL: Quorum noted.
4. APPROVE MINUTES OF MAY 1, 2007 Approved: S. Steinhorst/Dennis Sobczak
5. CITIZENS COMMENTS PERTAINING TO AGENDA AND/OR COMMENTS FROM
TOURISM COUNCIL ON BEHALF OF CITIZENS.
6. INTRODUCTION OF NEW EXECUTIVE DIRECTOR/EXECUTIVE ASSISTANT
Lisa A. Geason-Bauer is the new Executive Director of the Chamber/Tourism, with Debra
M. Smith as Executive Assistant to the Chamber/Tourism.
7. BRIEF PRESENTATION BY BRIAN FARACY, SUMMERSTAGE OF DELAFIELD BOARD
B. Faracy advised that Gail Zieman is President of Summerstage. Need for sponsors, help
with logistics, volunteers, promotion and advertising assistance. Tourism has a form called
Request for Donation; written response to request is mandatory procedure. L. Bauer noted
this is a good form to implement for the Chamber also.
8. APPROVAL OF MONTHLY PAYMENTS FROM CHECKING ACCOUNT
 - A. MAY PAYMENT TO CHAMBER FOR TOURISM SERVICES \$ 2,250
 - B. JUNE PAYMENT TO CHAMBER FOR TOURISM SERVICES \$2,250
 - C. NON CONTRACT-DISCUSSION OF TOURISM SHARE OF OFFICE
ADMINISTRATION (HOURLY RATE \$12.50)
 - D. VOUCHER LIST OF EXPENSES
 - E. OTHERAll approved. Proposal suggested: Ask Matt Carlson to fund Chamber following room tax
collection. L. Morrison will speak with M. Williams: City Accountant. D. Smith's hours to be
reported near end of month to M. Williams. 75% of L. Geason-Bauer's services will be
spent on Tourism for the next couple of months.
9. ELECTION OF OFFICERS FOR 2007 – 2008

L. Morrison nominated Mary Daniel for President serving a 1 year term. D. Sobczak seconded. Approved. L. Morrison nominated D. Sobczak for Vice President serving a 1 year term. M. Daniel and S. Steinhorst approved. D. Sobczak was hesitant to accept the nomination and stated numerous reasons (running Zin/Fish Bones, family priorities, etc.) for declining the nomination. D. Sobczak finally accepted nomination with understanding that he would speak up if he was unable to fulfill role as V.P. There is no Tourism Treasurer on this board.

10. CREATION OF TASK FORCE/EXECUTIVE COMMITTEE

- A. DECISION OF LENGTH OF TERM
- B. APPOINTMENT OF MEMBERS

S. Steinhorst, C. Chiaverotti, M. Daniel, J. Weissgerber and L. Morrison will be the Executive Committee. Over site committee was put in place to be group who resolves budget questions. This new committee is made up of the following roles: Chamber President, Chamber Past President, Tourism Council President, Hotel expert and a representative from City Council.

J. Weissgerber asked to see a schematic on how hotel tax is spent: Tourism Tax. L. Morrison to provide document at next Tourism Board Meeting.

11. OLD BUSINESS

- A. CHAMBER REPORT:
 - HD3 REPORT:
 - GALLERY NIGHT
 - TASTE OF DELAFIELD/ 5 K RUN
 - DELAFIELD DAYS

S. Steinhorst gave the update for all Chamber topics: Gallery Night was a huge success; Taste of Delafield on track: Food/Band's being handled by J. Kruesel; 5K run/walk on track. Delafield Day's event is also on track. Trek 100: Wheel and Sprocket: Put St. John's Graduation on calendar to avoid clash between TREK 100 and St. Johns Graduation for future. L. Geason-Bauer advised she would handle.

- B. Other

12. NEW BUSINESS

- A. STRATEGIC PLANNING FOR TOURISM

Invite Chamdis and Dawn Poker to facilitate strategic planning sessions. Create focus groups for meetings to gather thoughts and information for strategy on moving ahead.

- B. DISCUSSION AND DECISIONS ABOUT HOW TO STREAM LINE ADVERTISING W/ CHAMBER

L. Geason-Bauer discussed creating a brand combining Tourism and the Chamber together into one "idea", creating a new LOGO to promote Delafield. D. Sobczak suggested setting a proposal for both Chamber and Tourism Boards: 50/50 split on costs for advertising to promote Delafield together. L. Geason-Bauer will call M. Yehlel to help with ads which are coming up in

the near future, example: Taste of Delafield, to create a new LOGO combining both Chamber and Tourism.

Tourism Council M. Daniels suggested using Mike Yehlel to do design work for upcoming ads.

C. TOURISM TENT AT TASTE OF DELAFIELD & DELAFIELD DAYS WITH CHAMBER (VOLUNTEER TO STAFF) SPECIAL PROMOTION WITH DONATED ITEM.

D. DISCUSSION ABOUT CHANGING MEETING TIMES TO BETTER SUIT MEMBERSHIP

E. Other

13. MOTION TO ADJOURN

M. Daniel and S. Steinhorst motioned to adjourn.

Time: 8:50am

Persons requiring an interpreter or other assistance should contact the City Administrative office 72 hours prior to the meeting. Notice is hereby given that a majority of the Common Council, Plan Commission, Public Works Committee, and/or Library Board may be present at the meeting of the Promotional and Tourism Council scheduled for June 5, 2007 to gather information about a subject in which they are interested. This constitutes a meeting of the PWC/Plan Commission pursuant to State ex rel. Badke v. Greendale Village Bd., 173 Ws. 2d553, 494 N.W. 2d 408 (1993), and must be noticed as such.