

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

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

**Chentis-Krueger Community Senior Center**

Present: Mary Daniel, Dennis Sobczak, Todd Riley, Don Dixon. Absent: Lynn Morrison, Jack Weissgerber. Staff: Lisa Geason-Bauer, Debra Smith. Community: Clark Chiaverotti, Bonnie Dixon, Joe Deklotz & Karen Norris.

1. CALL MEETING TO ORDER **7:03 AM**
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVE MINUTES OF JULY 3RD, 2007 Approved: S.Steinhorst/D.Dixon
5. CITIZENS COMMENTS PERTAINING TO AGENDA AND/OR COMMENTS FROM TOURISM COUNCIL ON BEHALF OF CITIZENS.
  - A. POST CARDS – Mary Daniel: Businesses who order materials to sell referencing Delafield must use the same LOGO on all materials. Must be a collaborative effort. L. Geason-Bauer will contact Mike to quote on the postcard project.
  - B. OTHER
6. APPROVAL OF MONTHLY PAYMENTS FROM CHECKING ACCOUNT
  - A. VOUCHER LIST OF EXPENSES: Board Approved voucher list.
  - B. DONATIONS
    1. SUMMER STAGE: Brian will take any donation for Summerstage. Brian must resubmit the proper paperwork for the August Board meeting for review.
    2. DELAFIELD COLONIAL ENCAMPMENT – BRIEF PRESENTATION BY JOE DEKLOTZ: Paper work presented to the Board for approval of 1,000.00 donation toward the Encampment expenses. S. Steinhorst motioned to approved. T. Riley seconded motion.
    3. DOWNTOWN DELAFIELD GALLERY NIGHT – BRIEF PRESENTATION BY KAREN NORRIS: Change advertising for this fall's event. Take out a smaller ad-two times eliminating business names from ad for east in handling and submitting ads. Information booklet for guests to pick up on the day of the event will have a map of the participating businesses and "Art Walk" information. Motion to donate \$760.00 to the Chamber to cover some advertising expenses by T. Riley. Seconded: D.Dixon.
    4. CITY OF DELAFIELD – LED LIGHTS FOR HOLIDAY WREATHS : DPW must submit the proper paperwork for the requested \$1,050.00 for the August Board meeting.
  - C. OTHER

## 7. OLD BUSINESS

### A. EVENTS REPORT:

1. DELAFIELD DAYS – S. Steinhorst: Very successful event.
2. COLONIAL ENCAMPMENT – JOE: Very successful event.

### B. QUOTES

#### OFFICE EQUIPMENT (COPIER/FAX) – BONNIE RECOMMENDATIONS

Bonnie Dixon presented paperwork, photos and descriptions for her top 3 copy machine choices. It was suggested that Tourism and Chamber split the cost of the copy machine. Motion to move forward and buy the Sharp model AR-MZ07 for \$3,602.00 made by S. Steinhorst. Seconded by D. Dixon.

### C. GROUP TRAVEL APPRECIATION DAY – AUGUST 16<sup>TH</sup> (CALL 1-800-628-0993 TO REGISTER)

## 8. NEW BUSINESS

A. TRAVEL WISCONSIN – COMMUNITY TOURISM ANALYSIS - LISA: Kit Sorenson (920) 722-0507 /[ksorenson@travelwisconsin.com](mailto:ksorenson@travelwisconsin.com) has offered to conduct 3 strategic planning sessions, 2 hours each session. M. Daniels approved Lisa to move forward and schedule the sessions.

B. PROJECTED 2008 TOURISM BUDGET –Tourism Council budget needs to be submitted for 2008 to the City.

### C. ADDITIONAL CONTRACT EXPENSE FOR CHAMBER IN 2007

D. WEBSITE : 1 meeting scheduled for September and 1 meeting in October to include Todd Riley, Karen Norris, Lynn Morrison, and others who volunteer to be on the committee.

### E. EVENTS REPORT:

GALLERY NIGHT: SEPTEMBER 21: Karen Norris: working with interested businesses to get the word out, and ask for participation by businesses in the downtown area.

F. UNPAID MARKETING INTERN FOR FALL 2007: C. Chiaverotti does not agree with moving forward on this. Chiaverotti explained that the office needed to achieve a high level of efficiency first before requesting additional resources. Motion to defer request to spring 2008 by S. Steinhorst. Seconded by T. Riley.

### G. ADVERTISING FOR REMAINING FISCAL YEAR

1. WAUKESHA COUNTY MAGAZINE 2008 (DELAFIELD SECTION)
2. KEY MAGAZINE (CREATE A LAKE COUNTRY SECTION)
3. JANE & KIDD HOME TOWN TOUR Sept 17 -21, 2007 : Mary Daniels advised it was ok for Lisa to move forward and collect more information for the Board.

### H. OTHER

9. MOTION TO ADJOURN

Motion by D. Dixon/T.Riley

8:40 AM

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.