

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

**TUESDAY, SEPTEMBER 11TH, 2007
7:00-8:30 a.m.**

Chentis-Krueger Community Senior Center

Present: Mary Daniel, Bob Dixon, Todd Riley, And Scott Steinhorst Absent: Dennis Sobczak, Jack Weissgerber. Staff: Debra Smith. Community: Lynn Morrison, Bonnie Dixon and Clark Chiaverotti.

1. CALL MEETING TO ORDER **7:10 AM**
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVE MINUTES OF August 7th, 2007 **S.Steinhorst/T. Riley**
5. CITIZENS COMMENTS PERTAINING TO AGENDA AND/OR COMMENTS FROM TOURISM COUNCIL ON BEHALF OF CITIZENS.
 - A. POST CARDS: Lake & Country Graphics Quote: Reviewed by all council members present.
* M. Daniel mentioned that Marsha Hood presented post card photograph examples.
Motion: T. Riley: Move forward with post card project with a plan. Second: S. Steinhorst. Approved.
 - B. OTHER:
6. APPROVAL OF MONTHLY PAYMENTS FROM CHECKING ACCOUNT
 - A. VOUCHER LIST OF EXPENSES
 - B. DONATIONS
 1. SUMMER STAGE: Letter Requesting Donation to be presented;
* Review of letter by all council members present.
Motion: T. Riley: Grant of \$675.00 to Summer Stage of Delafield toward electrical hook up. Second: Bob Dixon. Approved.
 2. CITY OF DELAFIELD – LED LIGHTS FOR HOLIDAY WREATHS
* Discussion of Paul Zellner's-Depart of Public Works request for assistance with purchasing new LED lights for the City Christmas wreaths.
Motion: T. Riley: Approve \$600.00 towards City LED wreaths pending submission of paperwork. Second: B. Dixon. Approved.
 - C. OTHER
7. OLD BUSINESS
 - A. EVENTS REPORT:
*Gallery Night: Gallery Night: printed material: posters, programs, ad's all complete. Hawks In Tours: open and will allow tours for Gallery Night patrons.
 - B. QUOTES
8. NEW BUSINESS
 - A. M-MAGAZINE: "DESTINATION SHOPPING" ADVERTISING OPPORTUNITY
* Discussion on getting this ad completed as it is a Holiday ad, to be published in 3 of M-Magazine ad's in November. Verbal commitment deadline September 24, 2007. D. Smith to contact J. Brown from M-Magazine to discuss opportunity. M. Daniel asked for right page, bottom right corner.
Motion: T. Riley: Authorize D. Smith to purchase a ¼ page ad in the Destination Shopping insert.
 - B. TRAVEL WISCONSIN – COMMUNITY TOURISM ANALYSIS: This is the Strategic Planning and will be deferred until the Chamber resolves staffing issues. D. Smith to rename to Strategic Planning Initiative on Chamber and Tourism council Agendas in the future.

C. PROJECTED 2008 TOURISM BUDGET - * Item previously approved and there was no discussion.

D. ADDITIONAL CONTRACT EXPENSE FOR CHAMBER IN 2007: *Table until October.

E. WEBSITE: * Defer to October. M. Daniels mentioned how lovely the Lake Geneva Chamber website is presented and is fantastic. Strong need for web-intelligence with future in-coming chamber staff.

F. EVENTS REPORT:

GALLERY NIGHT: SEPTEMBER 21 ADVERTISING FOR REMAINING FISCAL YEAR

* Discussion show above in 7. 1: Events Reports

1. WAUKESHA COUNTY MAGAZINE 2008 (DELAFIELD SECTION)

* D. Smith to find letter in office regarding the get away guide and find out when published.

2. KEY MAGAZINE (CREATE A LAKE COUNTRY SECTION)

* Drop this item from the agenda.

3. JANE & KIDD HOME TOWN TOUR Sept 17 -21, 2007

* This project is on and moving forward.

F. OTHER

* Visit Milwaukee: D. Smith to call Linda Mittag from Visit Milwaukee to determine if we still have the opportunity to buy a 1/3 page ad at the Early Bird rate for the 2008 Milwaukee Official Visitors Guide.

Motion: S. Steinhorst: D. Smith allowed to spend up to 4K to take out ad. Second. T. Riley. Approved.

* D. Smith to call Lake Country Publishing and discuss final balance due on advertising for past summer events to clear past due balance.

Motion: B. Dixon: Council will pay 1/2 toward balance due to resolve. Second. L. Morrison. Approved.

9. MOTION TO ADJOURN

S. Steinhorst / T. Riley

8:10 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.