

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

**TUESDAY, OCTOBER 2ND, 2007
7:00-8:30 a.m.**

Chentis-Krueger Community Senior Center

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

1. CALL MEETING TO ORDER TIME:7:05 AM
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVE MINUTES OF SEPTEMBER 11, 2007 S. Steinhorst/J.Weissgerber
5. CITIZENS COMMENTS PERTAINING TO AGENDA AND/OR COMMENTS FROM TOURISM COUNCIL ON BEHALF OF CITIZENS.
6. APPROVAL OF MONTHLY PAYMENTS FROM CHECKING ACCOUNT
 - A. VOUCHER LIST OF EXPENSES
 1. SUMMER STAGE GRANT: \$675.00
 2. CITY OF DELAFIELD – LED LIGHTS FOR HOLIDAY WREATHS: \$600.00: Paul Zellner to provide vendor invoice to D. Smith for payment in full. D. Smith will invoice the City for ½ of the bill since both Chamber and Tourism, each paying \$600.00.
 - B. DONATION/GRANT REQUESTS: No new donation requests were presented.
7. ADVERTISING OPPORTUNITIES
 - A. POST CARD PROJECT: D. Smith to meet with Lake Country Graphics to layout plan.
 - B. WAUKESHA COUNTY MAGAZINE 2008 (DELAFIELD SECTION): Tourism will defray increased cost in order to keep the cost per ad price for Delafield businesses the same as 2007, making this a co-op ad.
Motion: Approve D. Smith to commit costs paid for by the Tourism Council to keep invoiced price to each participating business the same cost of \$225.00 as in 2007 to enable businesses to advertise in this annual publication for 2008. M. Daniel/S. Steinhorst. Approved.
 - C. VISIT MILWAUKEE: 2008 MILWAUKEE OFFICIAL VISITORS GUIDE: Ad submitted-awaiting invoice.
 - D. VISIT MILWAUKEE: 2008 MILWAUKEE DESTINATION GUIDE: Ad submitted. Free.
 - E. M-MAGAZINE: HOLIDAY SHOPPING INSERT: COME TO DELAFIELD: Ad submitted-awaiting invoice.
8. OLD BUSINESS
 - A. CHAMBER EVENTS REPORT: D. Smith: Pumpkin Illumination event progressing: need 1 more sponsor to meet costs of event. **Motion: Tourism Council to donate \$500.00 toward event so D. Smith can meet advertising costs for the event. S. Steinhorst/ B. Dixon. Approved.**
S. Steinhorst announced to the Tourism Council that the Taste of Delafield and Delafield Days events will be rolled into one grand event beginning in 2008, and called the Delafield Block Party: A food and music festival. The dates for the festival are June 20 and 21, 2008. There will be bands playing most of the day into the evening, Friday fish fry for the public to enjoy, and many Chamber member restaurants to sell food to the public.
 - B. ADDITIONAL CONTRACT EXPENSE FOR CHAMBER IN 2007: No discussion-move to November agenda.
 - C. STRATEGIC PLANNING SESSIONS: FACILITATOR KIT SORENSON: TRAVEL WISCONSIN: D. Smith to meet with Kit following his vacation to lay out plan and coordinate meeting schedule options to begin and conclude these sessions before the end of 2007, for planning 2008 & 2009 strategies.
 1. WEBSITE RE-DESIGN: On hold pending outcome of strategic planning sessions.
 - D. JANE & KIDD HOME TOWN TOUR Sept 17 -21, 2007: D. Smith, along with Mayor Schumann went on the radio at the Delafield Hotel on September 21st at 6:30 am.

9. **NEW BUSINESS** D. Smith mentioned that the travelwisconsin.com website Extranet had been updated by the due date of October 2nd, 2007. Smith accessed the Extranet and inputted April – September 2008 known event dates. D. Smith also encouraged member businesses to provide her with their community events where Smith can login to the Extranet and update Delafield and Wales events at will. D. Smith also mentioned that she was able to provide contact information to Mike Michelson, travel writer from the Chicago Herald, for Erin Hills and St. Johns. M. Michelson requested photos of both golf courses, as well as information about the new Erin Hills lodging. D. Smith indicated that Michelson should contact both businesses direct to obtain photos. Smith also provided Michelson with Chamber owned photographs of hiking and biking in Delafield since the photographs were taken by Chamber and Tourism employees at the time, so no Consent form was necessary. M. Daniel asked D. Smith to follow up with Michelson and verify he had everything he needed.

10. MOTION TO ADJOURN

B. Dixon/ S. Steinhorst

TIME: 8:00 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 October 2, 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.