

CITY OF DELAFIELD  
PROMOTIONAL & TOURISM COUNCIL MINUTES

FRIDAY, February 8TH, 2008  
7:00-8:30 a.m.

Delafield Fish Hatchery

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

1. CALL MEETING TO ORDER

TIME: 7:00 am

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL

4. APPROVE MINUTES OF JANUARY 8, 2008

**Bob Dixon/Jack Weissgerber**

5. CITIZENS COMMENTS PERTAINING TO AGENDA AND/OR COMMENTS FROM TOURISM COUNCIL ON BEHALF OF CITIZENS.

A. **M. Daniel reiterated the need to include the Chamber/Tourism website re-design effort in the upcoming strategic planning sessions. An individual from Illinois contacted M. Daniel by email to express that she was having a difficult time navigating through the website, and needed local hotel information. The attendees in the meeting agreed that the website had been designed to satisfy the requirements of two former employees, one for the Chamber and one for Tourism. All agreed moving forward through Strategic Planning that the new website will blend and unify both Chamber and Tourism information.**

**D. Smith gave Council an update on the meeting she had with Comstar, the website host and designer for the current Chamber and Tourism shared website. Smith was concerned about paying a third party to help her with file changes or updates to the site. Based on Smiths workload, and the plan to redesign the website, the Council decided that paying a third party to assist Smith perform routine maintenance and regular site updates was recommended and encouraged, since the fee's are so low, and would take some of the work load off Smith at this time.**

6. APPROVAL OF MONTHLY PAYMENTS FROM CHECKING ACCOUNT

A. VOUCHER LIST OF EXPENSES

1. BICYCLE FEDERATION OF WISCONSIN-SUSTAINING GIFT OF \$100.00

2. BICYCLE RIDE GUIDE ADVERTISEMENT-\$275.00

3. OCREATIVE DESIGN STUDIO-FEE FOR CREATING AD \$262.75

4. DELAFIELD AREA CHAMBER OF COMMERCE REIMBURSEMENT: RADIO AD: \$5,000.00

**Motion: D. Sobczak/J.Weissgerber motioned to approve the Voucher List of Expenses.**

B. DONATION / GRANT REQUESTS.

7. ADVERTISING OPPORTUNITIES

A. POST CARD PROJECT: TO BE SCHEDULED

B. WAUKESHA COUNTY MAGAZINE 2008 (DELAFIELD SECTION): WORKING WITH ANN SALLONC.

**M. Daniel and Council agreed that we would not move forward with advertising in this magazine. This topic will be removed from future agendas.**

D. OTHER

**D. Smith provided Council with an overview of 2008 purchased ad's, what publishing companies had contacted her with advertising opportunities for 2008, and mentioned the websites that have been updated to display Chamber events and festivals. This information will be valuable for strategic planning purposes.**

**B. Dixon shared information she obtained about a Great Lakes Circle Tour around the Lake area that exists and Council made note to add this information to Strategic Planning when discussing marketing opportunities. Great Lakes Circle Tour, it was explained, is scenic road**

system connecting all of the Great Lakes and the St. Lawrence River where Tour bus excursions and other forms of tours could be of value to Delafield or even take advantage of providing additional visibility to the Delafield area through advertising opportunities with the Circle Tour. D. Smith will add this information to the list for Strategic Planning.

8. OLD BUSINESS

A. CHAMBER EVENTS REPORT

**Chiaverotti reported on the upcoming February 20<sup>th</sup> New Member Showcase at the Delafield Brewhaus, Lake Country Community Fest April 5<sup>th</sup>, and the Chamber Annual Dinner April 10th at Seven Sea's. Chiaverotti also mentioned the Chamber is working on obtaining a GEM grant to support a Beer Tasting Festival thought to be slated for September 7<sup>th</sup>, the same day as the annual Delafield Classic Car Show. More information will be released if the GEM grant is approved.**

B. TRAVEL WISCONSIN:KIT SORENSON: STRATEGIC PLANNING SESSION SCHEDULED FOR FEBRUARY 21, 2008

**D.Smith reviewed the list of names who agreed to participate in the Strategic planning sessions with the Council.**

C. SJNMA: 125<sup>TH</sup> ANNIVERSARY CELEBRATION

SCOTT STEINHORST VOLUNTEERED TO BE THE REP. FROM TOURISM COUNCIL

**L. Morrison advised that the Celebration committee meetings would begin sometime in March 2008.**

D. BICYCLE FEDERATION OF WISCONSIN: ADVERTISING OPPORTUNITY IN THE 2008 RIDE GUIDE: (SEE VOUCHERS ABOVE: AD COMPLETED AND SUBMITTED 1-28-09)

**D.Smith advised that this topic can be taken off the agenda since the ad has been submitted and the invoices to pay for the ad and ad creation have been approved.**

9. NEW BUSINESS

A. NEXT TOURISM COUNCIL MEETING: **March 4, 2008**

B. HIRING EXECUTIVE ASSISTANT-INTERVIEWS IN PROGRESS

**10. MOTION TO ADJOURN**

**TIME: 7:55 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 November 6, 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.