

CITY OF DELAFIELD
PROMOTIONAL & TOURISM COUNCIL Minutes
TUESDAY JANUARY 5, 2010
7:00-8:30 a.m.

ZIN ITALIAN CALIFORNIA RESTAURANT

Present: Mary Daniel, Dennis Sobczak, Scott Steinhorst, Bob Dixon, Paul Sandgren, Kris Timmer and Debra Smith.
Absent: None. **Community:** Suzanne Schroeder, Tom Huckabee, Lynn Morrison, Matt & Andrea Koepfel.

1. CALL MEETING TO ORDER TIME: 7:03am
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVE MINUTES OF DECEMBER 1, 2009 TOURISM COUNCIL MEETING **D. Sobczak/S. Steinhorst**
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. REIMBURSEMENT TO CHAMBER: \$ 329.64
 - B. REIMBURSEMENT TO DOWNTOWN DELAFIELD COMMITTEE: HOLIDAY RADIO: \$ 3,000.00
 - C. KETTLE MORAIN CURLING CLUB: \$ 256.11
 - D. THE UPS STORE-DELAFIELD: OPEN ON SUNDAYS SIGNS: \$ 35.04
 - E. JOURNAL SENTINEL:TREE LIGHTING ADVERTISING: \$1,465.20
 - F. LAKE COUNTRY PUBLICATIONS: CITY HOLIDAY ADVERTISING: \$ 1,550.02
 - G. VERTZ MARKETING:TREE LIGHTING EXPENSE \$311.53
 - H. ST. GEORGE CREATIVE-(LAPHAM PEAK SNOW MAKING PROJET BROCHERES: \$712.13
Motion to approve Voucher list made by S. Steinhorst/Second by Bob Dixon. Approved.
7. DONATION/GRANT/DUES REQUESTS
 - A. REQUEST FOR DONATION: CITY OF DELAFIELD: DEPARTMENT OF PUBLIC WORKS: CITY BANNERS: \$ 3,193.95
Lynn Morrison took Council through a lesson on the types, colors and sizes of all street light banners that are displayed throughout the city 12 months each year. The Department of Public Works requested a Tourism donation to pay for replacing 14 Sailboat Banners, 17 Welcome Banners, and 7 United We Stand. Council is very interested in assisting with the purchase of new banners, but will review the entire City as a whole on the banners that are used and design banners with the new Delafield Logo. Motion made by S. Steinhorst to continue discussing this opportunity to develop new banner's to be used city wide. Second: Bob Dixon. Approved. Mary Daniel asked both Matt & Andrea Koepfel from Ocreative Design to handle drafting new banner samples for the Tourism Council's review.
 - B. BICYCLE FEDERATION ANNUAL MEMBER DONATION AND 2010 BIKE AD DISCUSSION **Tourism Council discussion on maintaining their membership in the Bicycle Federation, and would also like to place a small ad again in the 2010. Motion to approve a donation for membership of \$125.00 by K.Timmer and seconded by P.Sandgren. Approved.**
8. ADVERTISING:
 - A.
9. OLD BUSINESS
 - A. MARKETING AND ADVERTISNG: MARY DANIEL WITH OCREATIVE DESIGN STUDIO: **Mary Daniel introduced Matt and Andrea Koepfel, owners of Ocreative design studio, to Council members. Ocreative was selected by the Strategic Planning Committee as the agency to introduce to Council. The Council reviewed Ocreative's 2010 City of Delafield Promotional & Tourism Marketing/Advertising contract. Following Councils review of the document, there was a motion to approve the contract, and hire Ocreative design studio. Motion: M. Daniel motioned to accept and sign the Ocreative design studio Tourism Marketing and Advertising contract, not to exceed the agreed upon \$50,000.00, Second by Bob Dixon. Council approved the contract, and the contract was signed.**

10. NEW BUSINESS

- A. **Debra Smith showed Council 4 Italian Marble coasters, each carrying an old photograph of a Delafield scene from the 1800's. Splendor, the retailer in the downtown business district worked on creating these beautiful items to sell at their store, which are best sellers, and items Splendor will continue to sell. Council thought the coasters were a creative way to promote Delafield. Council sends their compliments to Splendor and thanks them for promoting Delafield and its history in this creative way. Debra also thanked Mary Daniel and the Hawks Inn for providing the chamber with these historic photographs.**

11. DELAFIELD AERA CHAMBER OF COMMERCE

A. CHAMBER EVENTS REPORT:

1. **PINK TIE GALA: JANUARY 23, 2010: Suzanne Schroeder asked Tom Huckabee to give Council the status Pink Tie Gala event. Tom described this inaugural and grand debut of what the Chamber hopes will be an annual fundraiser, working in association with the Wisconsin Breast Cancer Showhouse. The PDF of both the invitation and response card are on the Chamber website so interested parties can attend this event. R.S.V.P. due January 11, 2010.**
2. **LAKE COUNTRY COMMUNITY FEST: MARCH 27, 2010: Suzanne Schroeder asked Debra Smith to give the update: Debra advised meetings on Community Fest begin in earnest January 19th. Registration forms are coming in for booth space, however Sponsorship for this community favorite event are still needed. PDF Forms for the Fest can be found on the Chamber/Tourism website.**

12. NEXT TOURISM COUNCIL MEETING: FEBRUARY 2, 2010: FISH HATCHERY

13. MOTION TO ADJOURN

Bob Dixon/Paul Sandgren

TIME: 7:59 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 JANUARY 5, 2010 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.