

CITY OF DELAFIELD  
PROMOTIONAL & TOURISM COUNCIL Minutes  
TUESDAY APRIL 6, 2010  
7:00-8:30 a.m.  
DELAFIELD FISH HATCHERY

Present: Mary Daniel, Dennis Sobczak, Bob Dixon, Paul Sandgren and Debra Smith. Absent: Scott Steinhorst and Kris Timmer. Community: Lynn Morrison, Suzanne Schroeder and Andrea Koepfel.

1. CALL MEETING TO ORDER TIME: 7:10am
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVE MINUTES OF MARCH 2, 2010 TOURISM COUNCIL MEETING **B.Dixon/P.Sandgren**
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: \$ 201.85
  - B. JOURNAL COMMUNITY PUBLISHING: 2009 HOLIDAY ADVERTISING: \$1,791.48
  - C. NEI TURNER MEDIA GROUP: 2010 VISIT MILWAUKEE VISITOR GUIDE: \$ 3,599.75
  - D. OCREATIVE DESIGN STUDIO: \$ 20,315.60  
**Motion to approve voucher made by D. Sobczak and second made by P.Sandgren. Approved.**
7. DONATION/GRANT/DUES REQUESTS
  - A. CITY OF DELAFIELD BANNER REPLACEMENT REQUEST FOR DONATION: SEE AGENDA ITEM 8, A BELOW.
8. ADVERTISING:
  - A. REVIEW OF FINAL PROOFS ON BANNER ARTWORK AND COSTS PRESENTED BY OCREATIVE DESIGN  
**Lynn Morrison stated that she was concerned about what material to use for the new banners that will display new artwork and the City of Delafield Promotional & Tourism Logo. Research provided by Ocreative Design Andrea Koepfel indicated that the UV protection on the cloth like material the banners could be made out of will stand up to the elements. Council reviewed the final proofs making one last change on one of the banners that Koepfel will revise and send out for another proof to Council members so the order can be placed. Motion made by B.Dixon to approve up to \$4,900.00 to cover design and printing of the banners. Motion seconded by P.Sandgren and all Council approved the motion. Discussion following the motion indicated that while Paul Zellner originally requested the financial donation of \$3,193.95 for a specific number of worn out banners, the Council has increased the number of banners and will cover those increased costs, as noted in the motion above.**
  - B. REVIEW OF TOURISM MARKETING PLAN/STATUS WITH COUNCIL BY OCREATIVE DESIGN  
**Andrea Koepfel from Ocreative Design reviewed both the Tourism Marketing plan and the ad placement plan for 2010. Council stated their approval of Ocreative design handling the Promotional & Tourism marketing/advertising and were very pleased with Ocreative's status and accomplishments so far.**
9. OLD BUSINESS
  - A.
10. NEW BUSINESS
  - A. HAWKS INN 2010 SCHEDULE AND ROOF DONATION CAMPAIGN STATUS: **Mary Daniel advised that there is a campaign being organized which will ask for the help of the community residents and businesses with raising nearly \$75,000.00 that will cover both the replacement of both the roof and the front porch.**

11. DELAFIELD AERA CHAMBER OF COMMERCE

A. CHAMBER EVENTS REPORT:

1. DELAFIELD CHAMBER ANNUAL DINNER: APRIL 29, 2010: 6PM: SEVEN SEAS
2. DOWNTOWN BUSINESS GROUP: SPRING ART WALK: MAY 21:5PM AND MAY 22: 10AM
3. "CONNECTED BY LINKS" (TRI-CHAMBER GOLF OUTING): JUNE 4, 2010: 12:30PM START

**Suzanne Schroeder briefed Council members on the Chambers status of activities relating to the upcoming chamber events. Schroeder stated that the Delafield lead Lake Country Community Fest was really a great success, and also advised Council that the Chambers Annual Dinner invitations have been mailed. Schroeder advised Council that this was her last meeting to attend, as Tom Huckabee will become Chamber President on May 1, 2010, and will attend the meetings until April 2011. Council applauded Suzanne and thanked her for her dedication to the Tourism Council.**

12. NEXT TOURISM COUNCIL MEETING: MAY 4, 2010: FISH HATCHERY

13. MOTION TO ADJOURN

D. Sobczak/P.Sandgren

TIME: **7:58am**

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 APRIL 6, 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.