

CITY OF DELAFIELD  
PROMOTIONAL & TOURISM COUNCIL Minutes  
*REVISED: 4-30-10/9:44am: WORDING CHANGE ONLY: SEE BOLD*  
TUESDAY MAY 4, 2010  
7:00-8:30 a.m.  
DELAFIELD FISH HATCHERY

**Present:** Mary Daniel, Dennis Sobczak, Scott Steinhorst, Paul Sandgren, Cindy Chilson and Debra Smith. **Absent:** Bob Dixon and Jason Steiner. **Guests:** Gina Gresch, Lynn Morrison and Andrea Koepfel.

1. CALL MEETING TO ORDER TIME: 7:03am
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVE MINUTES OF APRIL 6, 2010 TOURISM COUNCIL MEETING **D.Sobczak/P.Sandgren**
5. CITIZENS COMMENTS PERTAINING TO AGENDA AND/OR COMMENTS FROM TOURISM COUNCIL ON BEHALF OF CITIZENS. **Gina Gresch, City of Delafield Clerk/Treasurer distributed paperwork to each Council member, and then administered the Oath of service.**
6. APPROVAL OF MONTHLY PAYMENTS FROM CHECKING ACCOUNT
  - A. REIMBURSEMENT TO CHAMBER: \$ 158.17
  - B. STATE OF WISCONSIN NONSTOCK CORPORATION ANNUAL REPORT FEE: \$10.00  
**Voucher signed and approved by Council.**
7. DONATION/GRANT/DUES REQUESTS
  - A. CITY OF DELAFIELD BANNER REPLACEMENT REQUEST FOR DONATION: SEE AGENDA ITEM 8, A BELOW.
8. ADVERTISING:
  - A. REVIEW BANNER PRINTING ESTMATE PROVIDED BY OCREATIVES PRINTER: **Andrea Koepfel from Ocreative Design Studio, Marketing and Advertising Agency in contract with the Promotional & Tourism Council, reviewed several ad's and the banners with Council. Motion: Motion by Scott Steinhorst to approve the \$4,634.40 printing charges for all new City of Delafield banners. Second by D. Sobczak. Approved. The banners will be ready in approximately 3 weeks, where D. Smith will meet with the City of Delafield DPW Paul Zellner to review the placement plans for installation.**
  - B. OCREATIVE DESIGN STATUS UPDATE AND INFORMATION FOR COUNCIL  
**Ocreative reviewed the status of the current City of Delafield promotional and advertising campaign. A. Koepfel reviewed the ad's submitted to Midwest Living Magazine, Wisconsin Trails Magazine, Milwaukee Visitors Guide, Journal-Sunday ad driven by Travel Wisconsin, Chicago Daily Herald ad, JS Online.com banner ad, Chicago Tribune.com banner ad, and played the spot that will run promoting the City of Delafield and the May Art Walk spot that will run on WKLH multiple times the week prior and week of the May 21 & 22<sup>nd</sup> Art Walk event.**

**Council asked that a new Agenda bullet of City of Delafield Hotels be placed as an agenda item beginning in June. All functions and events known to the hotels are important to the promotion of our City to both businesses and the community.**
9. OLD BUSINESS

10. NEW BUSINESS

A. DISCUSSION AND INTRODUCTION OF NEW TOURISM COUNCIL MEMBERS AND THE ELECTION OF BOTH PRESIDENT AND VICE PRESIDENT

**Mary Daniel asked all Council members to introduce themselves. Following the introductions, D. Sobczak motioned to approve Scott Steinhorst as the new President of the City of Delafield Promotional & Tourism Council. P.Sandgren offered a second. Motion approved. Further, Mary Daniel motioned to approve Dennis Sobczak as the Vice President again for this next year. Second by P.Sandgren. Motion approved.** Debra Smith will continue as Council's Secretary. Scott asked that the agenda reflect a Financials Items and that Marie Williams, City Accountant, plan to attend and review the financial reports for the current and new members to Tourism Council. The recipients of the financial reports will change based upon the newly seated Tourism Council members.

**Scott Steinhorst verbally praised and recognized Mary Daniel for her service as President from 2002-2010. Steinhorst, joined by all Council, requested Daniel stay as active and as involved in Tourism moving forward as she has been for over 8 years. Daniel, who is presently the President of the Hawks Inn Historical Society, thanked all of those present for their support and assistance throughout the years, and remarked how far the committee has come during her time as President.**

**Following discussion of how the Promotional & Tourism Council functions, Scott Steinhorst explained that both he and Marily Gardner were assisting Mary Daniel and the Hawks Inn Board with fund raising efforts to help pay for a new roof for the Hawks Inn which is currently covered with a tarp. Additionally, Steinhorst addressed the Tourism Council for their ideas for next month's meeting in how we can help this cause, which will be presented at the June 2010 Tourism Council meeting. This item will be placed on the next June agenda for discussion.**

11. DELAFIELD AERA CHAMBER OF COMMERCE

**D. Smith updated Council on the status of the Chamber events over the next few months. Scott Steinhorst recognized both Mary Beth Berns of Craig Berns Salon Spa for her hard work on chairing the Art Walk Committee, and also Susie Steiner, Chair of the Downtown Business Group and newly appointed Chamber Board of Director, for her leadership of both the Business Group and the Art Walk.**

A. CHAMBER EVENTS REPORT:

1. DOWNTOWN BUSINESS GROUP: SPRING ART WALK: MAY 21:5PM AND MAY 22: 10AM
2. "CONNECTED BY LINKS" (TRI-CHAMBER GOLF OUTING): JUNE 4, 2010: 12:30PM START
3. DELAFIELD 5K RUN/WALK & KID'S FUN RUN:JUNE 19, 2010: RACE START 8AM
4. DELFIELD BLOCK PARTY: FOOD & MUSIC FESTIVAL: JULY 9 & 10, 5PM START

12. NEXT TOURISM COUNCIL MEETING: JUNE 1, 2010: FISH HATCHERY

13. MOTION TO ADJOURN

**S. Steinhorst/C. Chilson**

**TIME: 8:06am**

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 MAY 4, 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.