

CITY OF DELAFIELD
PROMOTIONAL & TOURISM COUNCIL AGENDA
TUESDAY JUNE 1, 2010
7:00-8:30 a.m.

DELAFIELD FISH HATCHERY

Present: Scott Steinhorst, Dennis Sobczak, Bob Dixon, Jason Steiner, Cindy Chilson, Mary Daniel and Debra Smith.
Absent: none. Guests: Lynn Morrison, Susie Steiner and Andrea Koepfel.

1. CALL MEETING TO ORDER TIME: 7:01am
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVE MINUTES OF MAY 4, 2010 TOURISM COUNCIL MEETING P.Sandgren/B.Dixon
5. CITIZENS COMMENTS PERTAINING TO AGENDA AND/OR COMMENTS FROM TOURISM COUNCIL ON BEHALF OF CITIZENS. **None**
6. **FINANCIALS: Scott Steinhorst shared that the monthly Promotional & Tourism Council Financial Reports generated by Marie Williams, City of Delafield Accountant, will be reviewed with Tourism Council at the July 6, 2010 Tourism Council Monthly Meeting.**
7. APPROVAL OF MONTHLY PAYMENTS FROM CHECKING ACCOUNT
 - A. REIMBURSEMENT TO CHAMBER: \$ 296.53
 - B. COMPETITOR AWARDS: \$112.56
 - C. PRINT CENTER: BANNER PRINTING: \$4,389. 00 (PAID IN MAY BY CITY)
Motion by B. Dixon to approve the Voucher. Second by P. Sandgren. Approved.
8. DONATION/GRANT/DUES REQUESTS
 - A. CITY OF DELAFIELD BANNER REPLACEMENT REQUEST FOR DONATION: SEE AGENDA ITEM 8, A BELOW. **This agenda item can be removed from future agendas.**
9. ADVERTISING:
 - A. OCREATIVE DESIGN STATUS UPDATE AND INFORMATION FOR COUNCIL: **Andrea Koepfel from Ocreative Design Studio, the Marketing firm for the Promotional & Tourism Council, gave a monthly update to Council members that included all Radio, Online, Print Material Ad statuses and other projects such as working on the insert for the Tourism Brochure. Koepfel asked Council to reallocate the original \$1,500 allocated for TV promotions to Print Ad in order to cover the insert re-design and print. Motion by D. Sobczak to approve using the \$1,500 budgeted for TV promotions to completing the insert production was made, followed by a second by B/Dixon. Motion carried.**
10. OLD BUSINESS
 - A. STATUS OF BANNER PRINTING AND DISTRUBTION TO DPW: **Andrea Koepfel will meet with Deb Smith and Paul Zellner when the banners are printed to review the new banners, sizes and locations.** The above item under 8. Donation/Grant Dues Requests can be removed.
11. NEW BUSINESS
 - A. REQUEST FOR DONATION FOR BLOCK PARTY ADVERTISING EXPENSES: \$2,000.00
DELAFIELD CHAMBER OF COMMERCE
Debra Smith presented the Block Party Request for an Advertising Donation by Jill Metzger, Advertising Chair from the Committee. A print ad will be created and run to further advertise for this annual chamber fundraiser. Motion by B. Dixon to approve the requested \$2,000 was made, followed by a second from P. Sandgren. The motion was approved.

- B. **REQUEST FOR ADVERTISING DONATION: HAWKS INN-MARY DANIEL: \$763.00**
Mary Daniel, Hawks Inn Historical Society President presented a request for an advertising donation to the Council members. Mary reviewed the Hawks Inn campaign to raise funds from the community of businesses and residents, to repair the wooden shingle roof, replacing the two brick chimney and replace gutters for the Stagecoach Inn located at 426 Wells Street. The breakdown of the advertising donation of \$763.00 would cover \$235.00 to print the donation letters and pay the \$538.00 in postage. D. Sobczak motioned to approve the requested amount of \$763.00 which was seconded by B.Dixon. Approved by Council. Further discussion included that Daniels would send the receipts to Smith at the Chamber/Tourism office for reimbursement, per the motion made above.
- C. **REQUEST FOR DONATION: DOWNTOWN BUSINESS GROUP: ART WALK ADVERTISING: \$4,100.00**
Susie Steiner, Downtown Business Group Chair and a Chamber Board of Director from Delafield Fine Foods-Ceriello presented the group's request for donation of \$4,100 to Council. S. Steiner explained to council that the event has been expanded to include Friday evening and Saturday. Radio spots, printing of the downtown business listing-map two sided piece and the printing of post cards added up to that amount. Motion: P.Sandgren motioned to approve the full \$4,100 request, seconded by J. Steiner. Approved. S. Steiner advised invoices will be turned over to D. Smith at the Chamber.
- D. **FINANCIALS WILL BE REVIEWED BY CITY OF DELAIFLED ACCOUNTANT MARIE WILLIAMS WITH TOURISM COUNCIL MEMBERS AT THE JULY TOURISM COUNCIL MONTHLY MEETING: As per Agenda item 6 on page one.**
- E. **PRESENTATION BY SCOTT STEINHORST: Scott Steinhorst, along with the Promotional & Tourism Council and Lynn Morrison presented Mary Daniel with a plaque to help thank and commemorate Daniel's nearly ten years of service on the Council, which included multiple years as President. A photo of the presentation was taken that included the entire Council.**
- F. **DISCUSSION ON ADDING NEW BANNERS TO DOWNTOWN DELAFIELD: Tom Hafner from the Department of Public works will be invited to attend the Promotional & Tourism Council meeting to review the new banner placement plan and to speak about the condition of the downtown business district banners.**
12. **HOTEL UPDATE: CINDY CHILSON: C. Chilson-Holiday Inn Express-Delafield provided Council with known community events that are bringing hotel stays to Delafield, that included a Geneva Vikings Baseball Team Tournament, the Lake Country Cigars event at the Delafield Brewhaus, age 22+ Adult Hockey League try outs at Nagawaukee Ice Arena, and more events that are driving business into the area. Other hotels within the City, including The Delafield Hotel, La Quinta and the Country Pride Inn are encouraged to update Council or send the Chamber/Tourism office updates about large functions that translate into events generating the hotel tax that funds the Promotional & Tourism Council.**
13. **DELAFIELD AERA CHAMBER OF COMMERCE**
- A. **CHAMBER EVENTS REPORT:**
Debra Smith advised Council that the Chamber will publish their chamber Chronicles newsletter through the Lake Country Publications to be released in both the Reporter and the Kettle Moraine Index at the end of this week. Smith advised while the first issue will not carry paid advertising; Lake Country Publications will handle future newsletter advertising. The next newsletter will be published prior to the Downtown Business Group's Fall Art Walk which is September 10 & 11 this fall.

1. DOWNTOWN BUSINESS GROUP: SPRING ART WALK: RECAP: **Smith advised the Spring Art Walk was the best Art Walk to date, with heavy attendance Friday night.**
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

14. NEXT TOURISM COUNCIL MEETING: JULY 6, 2010: FISH HATCHERY

15. MOTION TO ADJOURN

D. Sobczak/C. Chilson TIME: **8:09am**

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 JUNE 1, 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 Wis. 2d 553, 494 N.W. 2d 408 (1993), and must be noticed as such.