

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

DELAFIELD FISH HATCHERY

Present: Scott Steinhorst, Dennis Sobczak, Paul Sandgren, Bob Dixon, Jason Steiner, Cindy Chilson and Debra Smith.

Absent: Mary Daniel. **Community:** Lynn Morrison, Andrea Koeppel and Tom Huckabee.

1. CALL MEETING TO ORDER TIME: 7:00am
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVE MINUTES OF JUNE 1, 2010 TOURISM COUNCIL MEETING **D. Sobczak/ J. Steiner**
5. CITIZENS COMMENTS PERTAINING TO AGENDA AND/OR COMMENTS FROM TOURISM COUNCIL ON BEHALF OF CITIZENS.
6. **FINANCIALS:** MARIE WILLIAMS TO REVIEW PROMOTIONAL & TOURISM COUNCIL FINANCIAL PROCESS: **Marie Williams prepared an informational packet and discussed the handling of the hotel tax and Tourism financials. Council was very impressed with Marie's knowledge and thanked her for making the time to attend the meeting. Scott Steinhorst, Debra Smith, Lynn Morrison and Marie will meet on July 21st to set the 2011 budget.**
7. APPROVAL OF MONTHLY PAYMENTS FROM CHECKING ACCOUNT
 - A. REIMBURSEMENT TO CHAMBER: \$ 719.97
 - B. LAKE COUNTRY PUBLICATIONS: \$ 4,060.99 (DOWNTOWN BUSINESS GROUP SPRING ART WALK ADVERTISING)
 - C. HAWKS INN: \$ 528.00 (PER JUNE 2010 MOTION TO APPROVE)
 - D. LAKE & COUNTRY GRAPHICS: \$235.00 (PER JUNE 2010 MOTION TO APPROVE)
Motion to approve the voucher made by P. Sandgren with a second by B. Dixon. Approved.
8. DONATION/GRANT/DUES REQUESTS
No discussion.
9. ADVERTISING:
 - A. OCREATIVE DESIGN STATUS UPDATE AND INFORMATION FOR COUNCIL: **Andrea provided Council with a two page update status sheet and discussed the positive impacts the Tourism Council's advertising is making.**
10. OLD BUSINESS
No discussion.
11. NEW BUSINESS
 - A. COUNCIL DISCUSSION WITH TOM HAFNER-DEPARTMENT OF PUBLIC WORKS ON CURRENT CONDITION OF DOWNTOWN DELAFILED BANNERS
 1. **No Discussion-DPW was unable to attend this mornings meeting.**
 - B. DISCUSSION OF POTENTIAL DELAFIELD BID DISTRICT AND POSSIBLE IMPACT: **Scott informed Council that there will be a meeting the morning of July 13th at the Delafield Hotel beginning at 7:30am to discuss the potential of creating a BID District in downtown Delafield. The meeting is open to the public.**
12. HOTEL UPDATE: CINDY CHILSON: **Cindy advised Holiday Inn Express Corporate is sponsoring an individual who is traveling across the country to bring awareness to child abuse and its victims. In August a few events will draw hotel stays into the Holiday Inn.**

13. DELAFIELD AERA CHAMBER OF COMMERCE

Tom Huckabee advised plans are organized and set for the upcoming Food & Music Festival.

A. CHAMBER EVENTS REPORT:

1. DELFIELD BLOCK PARTY: FOOD & MUSIC FESTIVAL: JULY 9 & 10, 5PM START
 - a. CITY OF DELAFIELD INFORMATION TENT AND A HAWKS INN 50TH ANNIVERSARY CELEBRATION TENT WILL BE AT FESTIVAL
2. FALL ART WALK: SEPTEMBER 10 & 11, 2010
3. HALLOWEEN IN DELAFIELD: OCTOBER 23, 2010

14. NEXT TOURISM COUNCIL MEETING: AUGUST 3, 2010: FISH HATCHERY

15. MOTION TO ADJOURN

B.Dixon/C. Chilson

TIME: 7:45am

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 JULY 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.