

CITY OF DELAFIELD
PROMOTIONAL & TOURISM COUNCIL Minutes
TUESDAY AUGUST 3, 2010
7:00-8:30 a.m.

DELAFIELD FISH HATCHERY

Present: Scott Steinhorst, Dennis Sobczak, Mary Daniel, Jason Steiner, Bob Dixon, Paul Sandgren, Cindy Chilson and Debra Smith. Absent: None. Community: Lynn Morrison, Andrea Koeppel and Al Wagner.

1. CALL MEETING TO ORDER TIME: 7:00am
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVE MINUTES OF JULY 6, 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. APPROVAL OF MONTHLY PAYMENTS FROM CHECKING ACCOUNT
 - A. REIMBURSEMENT TO CHAMBER: \$ 595.53
 - B. TOURISM COUNCIL'S MARKETING AGENCY: OCREATIVE DESIGN STUDIO \$15,750.15
Motion: P. Sandgren motioned to approve the voucher. Second made by D. Sobczak. Approved and signed.
7. DONATION/GRANT/DUES REQUESTS
 - A. AN AMERICAN CLASSIC: ~~\$500.00~~ \$654.78 ADVERTISING ASSISTANCE: **Al Wagner presented all quotes and narrative in support of this request for donation that should have shown \$ 654.78, above. Al reviewed the non-profit event with Council, explaining this Classic Car Show brings more and more car enthusiasts, participants and community to this event each year. The Classic Car show will be September 13 which follows the Downtown Delafield Art Walk on September 10 & 11, making for a great 3 day weekend in the downtown area. Scott Steinhorst encourages all downtown business owners to take advantage of the two events and be open on Sunday. Motion made by P. Sandgren to donate the full costs of advertising and signage up to \$654.78. Second: B. Dixon. Approved.**
8. ADVERTISING:
 - A. OCREATIVE DESIGN STATUS UPDATE AND INFORMATION FOR COUNCIL
Andrea Koeppel, from Ocreative Design Studio provided Council with an update on the variety of print ad, radio, website and social media work that has been completed or is in progress for the fall season. Koeppel also reviewed the existing Tourism tri-fold brochure with Council. Koeppel and Smith suggested moving away from the old tri-fold and moving forward with a new marketing two sided Tourism piece that clearly communicates and repeats the look and feel for all 2010 advertising to date.. Koeppel provided Council with a DRAFT of the proposed replacement for the old tri-fold brochure. After reviewing the proposed replacement, Council agreed that moving forward with the new two sided brochure was preferred. Ocreative will send the new two-sided Tourism brochure to each Council Member for proofing and corrections. Ocreative will update with changes, and when the proofing phase has ended, will have the first 10,000 brochures printed, using the allocated funds for this project. Another print order will be made for additional copies once the remainder of the target areas and distribution points has been completed by Smith and Koeppel, presented to Council, and approved.
9. OLD BUSINESS
 - A. STATUS OF BID DISTRICT CREATION-JASON STEINER: **Jason advised there have been no more meetings since the July 13th meeting.**
10. NEW BUSINESS
11. HOTEL UPDATE: CINDY CHILSON: **Cindy advises the Holiday Inn Express is busy with guests, and future bookings for individuals who are connected to the upcoming Waukesha Blues Fest.**

12. 2011 PROMOTIONAL & TOURISM BUDGET DISCUSSION-SCOTT STEINHORST

Scott Steinhorst informed Council that he, Debra Smith, Lynn Morrison and Marie Williams met to review 2010 financial numbers and begin the process of setting the proposed budget for 2011. Morrison informed Council that they had broken apart two areas: Advertising, meant for community donations on advertising assistance, and the Marketing Firm category to capture transactions that occur throughout the year with managing the Tourism Marketing Agency and those related transactions. Marie Williams will provide Deb Smith with a list of account numbers so Smith can place the proper account on each invoice approved and submitted by Council for payment.

13. DELAFIELD AERA CHAMBER OF COMMERCE

Tom Huckabee reported that the recent Chamber Food & Music festival was a great success! The event was reduced in size, is a great fundraiser for the chamber, and more profitable than last year's event. Upcoming events noted on the agenda round out a very busy and active year with the Chamber.

A. CHAMBER EVENTS REPORT:

1. FALL ART WALK: SEPTEMBER 10 & 11, 2010
2. AN AMERICAN CLASSIC: ANNUAL CLASSIC CAR SHOW: SEPTEMBER 12, 2010
3. HALLOWEEN IN DELAFIELD: OCTOBER 23, 2010
4. BREAKFAST WITH THE REINDEER: DECEMBER 4, 2010

14. NEXT TOURISM COUNCIL MEETING: SEPTEMBER 7, 2010: FISH HATCHERY

15. MOTION TO ADJOURN

D. Sobczak/P. Sandgren

TIME: 8:00am

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 AUGUST 3, 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.