

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

Present: Scott Steinhorst, Bob Dixon, Mary Daniel, Paul Sandgren, Cindy Chilson and Debra Smith. Absent: Dennis Sobczak and Jason Steiner. Community: Lynn Morrison, Tom Huckabee, Steve Lyles and Andrea Koepfel.

1. CALL MEETING TO ORDER TIME: 7:01am
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVE MINUTES OF AUGUST 3, 2010 TOURISM COUNCIL MEETING **M.Daniel /B.Dixon**
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 (OPERATIONS): \$ 382.94
 - B. REIMBURSEMENT TO CHAMBER (BLOCK PARTY DONATION): \$ 2,000.00
 - C. AN AMERICAN CLASSIC (PAID IN AUGUST) \$654.78**Motion to approve above listed payments made by Bob Dixon, second by Paul Sandgren. Approved.**
7. DONATION/GRANT/DUES REQUESTS
 - A.
8. ADVERTISING:
 - A. OCREATIVE DESIGN STATUS UPDATE AND INFORMATION FOR COUNCIL
Andrea Koepfel from Ocreative Design Studios provided Council with a comprehensive update on all print ad, radio and future marketing plans. Aside from a VisitDelafield print ad running in the upcoming Wisconsin Trails Magazine, Koepfel advised the radio campaign is running that includes spots about the upcoming Art Walk. Koepfel further updated Council on the 600+ requests for travel information on Delafield as a result from the Midwest Living print ad that ran this summer. A final proof of the new Tourism tri-fold Brochure was shown to Council for the review of their changes. Ocreative Design will make the last changes from this morning's review and send the brochure off to the printer for a 10,000 print piece order, with another order placed early in the 1st quarter. The brochure will be pushed out into the various tourist centers and distribution points Koepfel has listed. Motion by B. Dixon: Allow Ocreative Design to submit the brochure for printing to cover up to \$2,700.00 in planned expense. P.Sandgren seconded the motion, followed by Council approval.
9. OLD BUSINESS
 - A.
10. NEW BUSINESS
 - A. TOURISM COUNCIL DONATION REQUEST FORM CHANGE:DEB SMITH: **Smith alerted Council that the current Donation Request Form indicates that the completed and signed form needs to be at the Tourism office " at least 10 days prior" to the next Tourism Council Meeting. Smith advised that this is not enough time as worded to submit the forms to Council for review ahead of the next scheduled meeting. She asked Council to approve the wording change on the document to state "at least 10 business days prior". Council approved the document wording changes, and asked Smith to send them a new electronic copy.**
 - B. 2011 GUIDE TO DELAFIELD: SCOTT STEINHORST: **Steinhorst and Lyles updated Council on their suggestion of evolving the chamber's annual Delafield Community Guide into a Chamber and Tourism guide in a joint effort. Steinhorst stated he Lyles would be discussing this suggestion with the Chamber Board in their next meeting.**

- C. PHASE II: CITY OF DELAFIELD BANNER REPLACEMENTS: SCOTT STEINHORST/ANDREA KOEPPEL, OCREATIVE DESIGN STUDIO: CURRENTLY DOWNTOWN: 32 GREEN DELAFIELD, 36 BLUE SAIL BOAT. NEW BANNERS NEEDED FOR NEW SAFETY CAMPUS AND CITY HALL AREA: ADD 8-11 BANNERS FOR SAFETY CAMPUS AND ADD 11 FOR CITY HALL AREA. ALL BANNER SIZES APROX. 18" X 51" BUT SHOULD BE MEASURED FOR ACCURACEY.
- Koeppel reviewed with Council, that there were 99 banners to replace with the new City of Delafield Tourism banners at some point, to close out the banner replacement project. There are also 3 more banners needed in the Highway 83 area. Koeppel provided Council with 3 quotes on creating and printing the banners. Council thought using the same printer that worked on the Phase I banner replacement rollout in the Highway 83 area was preferred for color/material match. Motion made by B.Dixon to allow Koeppel to spend up to, but not to exceed \$5,500.00 to complete the City of Delafield banner replacement project. Second by P.Sandgren brought full approval by Tourism Council of the motion. Further discussion provided that the City of Delafield DPW department would be taking down the current banners to install the holiday seasonal banners in mid-November. The new banners will go up following the holiday season.**

11. HOTEL UPDATE: CINDY CHILSON: **Advised Council that the Holiday Inn Express is very busy with current and future area events filling up their hotel.**
12. PROMOTIONAL & TOURISM FINANCIALS: **No discussion.**
13. DELAFIELD AERA CHAMBER OF COMMERCE
Smith updated Council on the Chambers upcoming events and schedules. Morrison noticed that the Tree Lighting event was missing from the schedule and asked Smith to include that event in the next Agenda. The Tree Lighting event, produced by the Downtown Business Group is scheduled for November 19th with 4pm-6pm duration. Activities to include, but not limited to: cookie decorating, caroling, shopping the downtown district, and the arrival of Santa Claus.
- 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: OCTOBER 5, 2010: FISH HATCHERY
15. MOTION TO ADJOURN **M.Daniel/P.Sandgren** **TIME: 7:49AM**

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 SEPTEMBER 7, 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.