

CITY OF DELAFIELD  
PROMOTIONAL & TOURISM COUNCIL Minutes  
TUESDAY OCTOBER 5, 2010  
7:00-8:30 a.m.  
DELAFIELD FISH HATCHERY

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

1. CALL MEETING TO ORDER TIME: 7:04am
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVE MINUTES OF SEPTEMBER 7, 2010 TOURISM COUNCIL MEETING **P.Sandgren/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): \$ 960.57
  - B. VISIT MILWAUKEE ANNUAL MEMBERSHIP DUES: \$450.00  
**P. Sandgren/C. Chilson. Approved.**
7. DONATION/GRANT/DUES REQUESTS
  - A. DOWNTOWN BUSINESS GROUP: FALL ART WALK: MARY BETH BERNS: **Mary Beth Berns, 2010 Chair of the Downtown Business Group Art Walk, presented the follow up regarding the Fall Art Walk, and provided a request for donation form and invoice support for Council to review. While discussing the event, Berns informed Council about the Groups future Art Walk plans for 2011, and asked for financial assistance with the advertising costs for this recent event. Due to the information not reaching Council in time for the September meeting, discussion was deferred to today's meeting. Motion: B.Dixon motioned to approve \$4, 329.00 for the Fall Art Walk Advertising. Second by P.Sandgren. Further discussion by Council recognizes that the Downtown Business Group added another day on to the bi-annual Art Walk schedule and program, to encourage overnight stays, which the Council appreciated. The motion was approved.**
  - B. KETTLE MORaine CURLING CLUB: **Bob Dixon from the Curling Club presented Council with the Request for Donation, and supporting documentation, regarding the \$1,500.00 financial donation the Curling Club was seeking, to cover costs associated with the promotion of their 2011 bonspiels and promotional activities. Council recognized the amount of hotel stays their events and competitions drive into the City of Delafield hotels. Cindy Chilson agreed as the Holiday Inn Express handles many of the reservations. Motion by P. Sandgren to donate up to \$1,500.00 was made, followed by a second from P. Sandgren. Approved. Further discussion by Council was a reminder to Smith that she could submit the Clubs future invoices to Council for review and approval, not to exceed the \$1.500.00 limit.**
8. ADVERTISING:
  - A. STATUS UPDATE AND INFORMATION FOR COUNCIL: OCREATIVE DESIGN: **Andrea Koepfel from Ocreative Design presented a two page document that detailed the current and future promotional plans for promoting the City of Delafield as a destination through the 4<sup>th</sup> quarter. Andrea explained the latest feature implemented, which is the Chamber/Tourism's websites use of the new technology involving the "QR Code". Tourism Council was fascinated Koepfel demonstrated this latest feature offered by the City of Delafield Tourism Council. Additionally Koepfel played the current radio spot for Council, with one adjustment being made. Morrison will update the City Council with the latest progress, explain the new QR Code so the public is aware of the advancements Ocreative Design has made on behalf of the Tourism Council.**
  - B. **Koepfel advised Council, while all contracted money is targeted for the 4<sup>th</sup> quarter advertising and promotional schedule, there is a new opportunity she wanted Council to be made aware of. Radio Station WKLH has a program available that Council may want to consider for advertising**

- C. the City of Delafield as a shopping, dining, lodging etc destination during the 2010 Holiday Season. Council and the Chamber Board officers jointly discussed the merits of the program, and agreed the expense for the Radio spots, and Ocreative's handling of the program with WKLH, would be of great benefit for the City of Delafield businesses. **Motion: Scott Steinhorst motioned to approve Tourism Council funding 50% of the total cost of the Radio Advertising Program, if the Chamber of Commerce also motioned to approve funding the remaining half of the same program as a shared venture for the businesses and City of Delafield. Second made by P. Sandgren. Approved.** Further discussion involved making sure today's Tourism Council meeting minutes were available for the Chamber Board of Directors, to review during their monthly meeting scheduled for October 14, 2010.
9. OLD BUSINESS  
 A. REPLACEMENT BANNERS: FINISH HWY 83 AND DOWNTOWN DELAFIELD: OCREATIVE DESIGN
10. NEW BUSINESS  
 A. VISIT DELAFIELD T-SHIRT DESIGN SAMPLES REVIEW-**No discussion-deferred to November Agenda**  
 B. KIOSK REVIEW: **No Discussion. Deferred to November Agenda.**
11. HOTEL UPDATE: CINDY CHILSON: **Cindy gave a Holiday Inn Express update stating that they were selling older model TV's and to contact the Holiday Inn to purchase one. Cindy advised the Holiday Inn was updating TV's and guest rooms. Chilson also advised Council that the Highway 83 Business Group would be submitting the proper Request for Donation documents to support their Chamber Chronicles insert advertng costs expected to be up to \$2,000 in costs. Scott Steinhorst said this matter needed to be reviewed and discussed by the Chamber Board, since this is a Chamber publication. Smith was asked to make sure this topic was on the Chamber Board agenda, which she confirmed it was.**
12. PROMOTIONAL & TOURISM FINANCIALS-**Council members receive the monthly financials for their review and there were no questions or discussions.**
13. DELAFIELD AERA CHAMBER OF COMMERCE  
**Debra Smith advised the Chamber is doing very well and noted the list of events below. Scott Steinhorst reminded Council that they can attend the Chambers events and Business Networking events, asking Council to mark their calendars for the last Business After Hours scheduled for December 8<sup>th</sup>.**
- A. CHAMBER EVENTS REPORT:  
 1. HALLOWEEN IN DELAFIELD: OCTOBER 23, 2010  
 2. DELAFIELD TREE LIGHTING: NOVEMBER 19, 2010  
 3. BREAKFAST WITH THE REINDEER: DECEMBER 4, 2010  
 4. CHAMBER BUSINESS NETWORKING EVENT: DECEMBER 8: REVERES WELLS STREET TAVERN
14. NEXT TOURISM COUNCIL MEETING: NOVEMBER 2, 2010: FISH HATCHERY: **Council unanimously agreed to move the start time of the Council Meeting to 7:30am, instead of 7:00am. Smith to call City Hall to confirm that the Fish Hatchery schedule can accommodate the ½ hour start time shift. Motion: B.Dixon motioned to change the start time of the Tourism meetings to 7:30am beginning in November. Second by C. Chilson. Approved.**
15. MOTION TO ADJOURN **C. Chilson/B.Dixon**      **TIME: 8:17am**

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 OCTOBER 5, 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.