

CITY OF DELAFIELD  
PROMOTIONAL & TOURISM COUNCIL Minutes  
TUESDAY NOVEMBER 2, 2010  
7:30-8:30 a.m.

DELAFIELD FISH HATCHERY

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

1. CALL MEETING TO ORDER TIME: 7:30am
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVE MINUTES OF OCTOBER 5, 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 \$ 983.95
  - B. LAKE COUNTRY PUBLICATIONS: \$3,265.84 (PAID IN OCTOBER)
  - C. REIMBURSEMENT TO CHAMBER: \$1,063.16 (PAID IN OCTOBER)
  - D. PRINT CENTER IMAGING SOLUTIONS: BANNERS: \$ 2,462.61 (PAID IN OCTOBER)  
**Motion to approve the voucher made by P.Sandgren and seconded by D. Sobczak. Approved.**
7. DONATION/GRANT/DUES REQUESTS
  - A. DOWNTOWN BUSINESS GROUP: HOLIDAY PRINT AD: ADVERTISING: MARY BETH BERNS:  
**Mary Beth Berns from the Downtown Business Group presented the groups Holiday Advertising – print ad campaign-requesting a sum of \$3,714.38 for a Lake Country Publications ½ page ad that would run in the Everything Home Holiday edition in November and December, and also included a fee for a banner ad to run on the Lake Country Publications website. Council suggested that the banner advertising fee of \$1,200.00 was not necessary based on the current holiday radio and other advertising Tourism has in place.. Motion: P.Sandgren motioned to approve the ad only, in the sum of \$2,514.38. Second by M. Daniel. Approved.**
8. ADVERTISING:
  - A. STATUS UPDATE AND INFORMATION FOR COUNCIL: OCREATIVE DESIGN: **Andrea provided Council with the outline of past and future marketing plans to close out their City of Delafield 2010 Advertising & Marketing support. S. Steinhorst complimented Andrea on her presentation to the City of Delafield Common Council that occurred at the beginning of October. Council asked Andrea to present Ocreative Designs suggestions for the 2011 Advertising Plan. Council will review the plan in the December monthly meeting. Debra Smith provided Council with some information about the next Delafield Community Guide, which has been published by the Chamber for many years. Scott Steinhorst asked Tourism Council to think about joining the Chamber in this annual publication in a partnership, and insert even more Visit Delafield type copy in the guide, asking Ocreative Design to write the copy for the Tourism portion. Steinhorst advised 10,000 copies of the guide are stocked in hotels or mailed to prospective visitors, along with the guide being on hand at other local destination businesses for people to take with them. Council will discuss this opportunity further in the December monthly meeting.**
9. OLD BUSINESS
  - A. REPLACEMENT BANNERS: FINISH HWY 83 AND DOWNTOWN DELAFIELD AND 2010 WKLH GOLDEN TICKET HOLIDAY RADIO ADVERTISING: OCREATIVE DESIGN: **Andrea Koeppel advised Council that both the banners and Holiday Radio advertising project were on scheduled. Scott Steinhorst and Debra Smith read the radio advertising script to Council.**
10. NEW BUSINESS
  - A. 2011 WISCONSIN BICYCLE RIDE GUIDE ADVERTISEMENT: BLACK/WHITE AD: \$400.00: **Motion by D. Sobczak to place a City of Delafield ad in the 2011 Ride Guide for \$400.00 was made; additionally Sobczak motioned to approve paying the annual membership fee of \$100.00 to the Federation. Second by Bob Dixon. Approved.** Further discussion was that Ocreative Design review the ad used in recent years and was asked to make a recommendation (send proof) on the 2011 Bike Ad.

- B. 2011 BICYCLE FEDERATION OF WISCONSIN ANNUAL MEMBERSHIP: \$ 100.00 (**Approved, included in one single motion above.**)
  - C. CHAMBER/TOURISM OFFICE: WELCOME SIGN AT 421 MAIN STREET: REDESIGN: **Scott Steinhorst reviewed the updated sign with Council and asked Council to consider splitting the cost of the sign, \$495.00 + \$65.00 handling and installation fee with the Chamber as a joint partnership. Motion by P. Sandgren to split the total cost of \$560.00 for updating the Chamber/Tourism office sign, with the Chamber of Commerce. Second by D. Sobczak. Approved.**
  - D. WELCOME SIGNS: CHAMBER OF COMMERCE: **Tourism Council to discuss in Decembers monthly meeting.**
  - E. DISCUSSION OF 2011 TOURISM MARKETING PLAN: **Tourism Council to discuss in Decembers monthly meeting.**
  - F. SET JANUARY 2011 TOURISM COUNCIL MEETING: FISH HATCHERY CLOSED: **Mary Daniel offered the Hawks Inn as the meeting location for the January 2011 meeting.**
- 11. HOTEL UPDATE: CINDY CHILSON: **Hotel business is slow right now; Holiday Inn fills only half the available guest rooms during the week. Upcoming events will improve that status.**
  - 12. PROMOTIONAL & TOURISM FINANCIALS: **Tourism Council asked Debra Smith to compile a summary of motions for the year, which will be reviewed at the December 2010 monthly meeting. Council also asked Smith to send the 2 Request for Donation documents that outline the procedures for organizations to use when requesting funds for advertising projects. The forms will be reviewed for changes and when final, the Council will motion to approve the changed documents for use in future donation requests.**
  - 13. DELAFIELD AERA CHAMBER OF COMMERCE
    - A. CHAMBER EVENTS REPORT:
      - 1. DELAFIELD TREE LIGHTING: NOVEMBER 19, 2010
      - 2. BREAKFAST WITH THE REINDEER: DECEMBER 4, 2010
      - 3. CHAMBER BUSINESS NETWORKING EVENT: DECEMBER 8: REVERES WELLS STREET TAVERN  
**Scott Reviewed the Chamber activities.**
  - 14. NEXT TOURISM COUNCIL MEETING: DECEMBER 7, 2010: FISH HATCHERY
  - 15. MOTION TO ADJOURN **P.Sandgren/B.Dixon TIME: 8:55am**

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 NOVEMBER 2, 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. 2d553, 494 N.W. 2d 408 (1993), and must be noticed as such.