

*Chair: Fred Marrero
Vice-Chair: Duane Rutherford*

Commissioners: Jacob Berg, Steven McCartney, Larry Fehrm, Dennis Sobczak, Larry Czaplá – ALT & Deb Smith, Director

Tuesday, January 12, 2021

7:30 AM

**City Hall, Council Chambers
500 Genesee St.**

1. **Call to Order** 7:30 am.

2. **Pledge of Allegiance**

3. **Roll Call**

Present:

Fred Marrero, Chair
Jacob Berg
Larry Fehrm
Duane Rutherford
Dennis Sobczak
Larry Czaplá, Alternate
Debra Smith, Executive Director

Absent:

Steven McCartney, Hotel Rep – GM, Holiday Inn Express (excused)

City Representative:

Jim Behrend, City Representative

Guests:

Jeanne Siejkowski, Z2 Marketing Agent

4. **Citizen Comments**

Mary Daniel, City Resident, 309 Wisconsin Avenue, shared the history of the City of Delafield's Christmas decorations. For the last four years, Promotion & Tourism has paid for the decorations. The DPW stores the Christmas collections, puts them up and takes them down. There are still a few poles that do not have wreaths or garland.

Hearing no more citizens comments, Citizen Comments were closed.

5. **Consent Agenda**

A. Approval of minutes from the December 8, 2020 regular Delafield Tourism meeting.
D. Rutherford motioned to approve the December Minutes; seconded by L. Czaplá. There was no further discussion. All were in favor. Approved.

6. **Z2 Marketing**

A. Discussion and possible action to review analytics from the 2020 Marketing Projects
J. Siejkowski provided the Commissioners with the November and December analytics for the three different sizes, Goggle analytics, and a comparison of most visited pages. Discussion took place regarding adding more key words to the April/May campaign. J. Siejkowski stated there is no additional cost and she will add more key words to the April/May campaign. D. Smith stated she personally joined 11 Facebook groups and is using these group pages to share her photos of Delafield for further promotion of the city. Smith took two photos that were requested to be cover photos for two group pages. More detailed website analytics and initial proofs for banner ads will be available at the February meeting.

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- B. Discussion and possible action to review the 2021 Marketing Projects Timeline
The overview timeline incorporating changes made at the December meeting was distributed to the Commissioners. The campaigns listed on the timeline were reviewed. A detailed timeline will be provided to D. Smith. Refreshing seasonal scenes will take place throughout the year as well as website maintenance. Smith said she had photos of every season including winter and Z2 should reach out if they need current photos or use Drop Box. Z2 is using Drop Box photos.

7. Old Business

- A. \$10,000 Events Budget-Discussion on targeted 2021 Event Sponsorship(s)
No specific events are presently planned. Discussion took place on building a bigger brand for the City of Delafield. After discussion, it was decided that D. Smith should reach out to the Chamber to see if there is any interest in partnering with the Promotion & Tourism Commission on events. D. Sobczak suggested contacting the hotels encouraging them to express their thoughts about their involvement and benefit of events. Print ads and sponsorship of various events that bring out of towners to the City of Delafield was discussed. Smith advised that she read that the Motorcycle groups will be the first out traveling this year and there is no annual print ad for the Ride Guide. D. Sobczak stated that the amount of people that came out for DelaFreeze should be a testimonial moving forward. J. Berg volunteered to develop a draft plan to get people on VRBO and AirBnB to collect hotel tax.
- B. Recap of the Delafield Chamber of Commerce 2nd Annual DelaFreeze 2021 event \$1,250 Sponsorship
The Visitor Center opened during the event and D. Smith distributed information. Most of the 113 people that came by the Visitor Center were from the Delafield and Hartland areas. The Commission is interested in continuing their sponsorship of this event. The invoice for the co-sponsorship is in the Voucher for approval and will be sent to the Chamber.

8. New Business

9. Voucher Approval

- A. Discussion and possible action on the Voucher approval of monthly payments from the Delafield Promotion & Tourism checking account - **Voucher signed/Copy will be delivered to City Hall.**

10. Delafield Promotion & Tourism Financial Reports

- A. Discussion & Possible Action on the most recent Financial Reports if available
It is hoped that the Year End 2020 Delafield Promotion & Tourism Financial reports are available for the February Delafield Tourism meeting (if the 4Q Hotel Tax is in). D. Smith, F. Marrero, and D. Rutherford will meet when all financials are known and create a brief 2020 Year End overview for presentation to the Commission.

11. Commissioner Requests for Future Agenda Items

12. Next Delafield Promotion & Tourism Monthly Meeting is scheduled for February 9, 2021

- 13. Adjournment-** There being no further business to conduct, the Tourism Commission meeting for January 12, 2021 was adjourned at 8:30 am.