

*Tourism Commissioners: Fred Marrero, Duane Rutherford, Jacob Berg, Steven McCartney, Larry Fehrm, Mark Schaefer
Alternate Seat Vacant as of 4-21-2021*

Tuesday, March 8, 2022 | 7:30 AM | City Hall, Council Chambers | 500 Genesee St.

1. **Call to Order** **Time: 7:28 am**
2. **Pledge of Allegiance**
3. **Roll Call**
Present:
Fred Marrero
Jacob Berg
Steven McCartney
Larry Fehrm
Mark Schaefer
Deb Smith
Absent:
Duane Rutherford
Jim Behrend
Guests:
Rebecca Sheperd
 - A. Special thank you to Alderman Jim Behrend for his support & guidance on Delafield Promotion & Tourism Commission. Happy Retirement Jim! **Jim was unable to attend the meeting and the card for Jim from the Commission will be mailed.**
4. **Citizen Comments-There were no citizens comments, therefore citizens comments were closed.**
5. **Consent Agenda**
Approval of Minutes from the February 8, 2022 regular Delafield Promotion & Tourism meeting
Larry Fehrm motioned to approve the February minutes with a second followed by Jacob Berg. There was no discussion and the minutes were approved.
6. **Delafield Promotion & Tourism Z2 Marketing Projects Update: Rebecca Sheperd/Deb Smith**
Discussion and possible Action to review the 2022 - Z2 Marketing - Key Projects / Time Line
 - A. 2022-2024 Delafield Visitor' Guide Cover: **In progress and proofs will be sent to Deb Smith**
 - B. 2022-20214 Delafield Visitor' Guide Proof: **In progress and the copy will be proofed by Deb Smith**
 - C. Visit Delafield Website Home Page Refresh: **Z2 will use new photography and video taken from the last several, seasonal photo shoots for new projects and ad's**
 - D. 2022 Lamp Post Banner Art Work-**Lamp Post banners art work and Delafield Tourism brand color scheme was reviewed. Motion made by Jacob Berg with a second by Mark Schaefer to approve the 6 new banners. All were in favor.** Discussion on next steps included final banner images be sent to Deb Smith, Deb will meet with Paul Zellner and send final images to Temple Display who will create printable proofs for Deb to review. Upon approval of the proofs, Temple will begin to print both downtown and Highway 83 lamp post banners and ship to Paul at DPW for installation on the designated lamp posts with brackets. After discussion, the motion was approved.
 - E. 2022 Winter Photo Shoot-Z2 completed two ½ day winter photo shoots, with only the steeples left in downtown to be photographed on a sunny day. A feature story telling readers about the steeples and their history will be in the 2022-2024 Delafield Visitor' Guide.
 - F. Misc. Analytics, Print Placement and Digital Advertising Updates: **Updated analytics were shared with the Commissioners.**

*Tourism Commissioners: Fred Marrero, Duane Rutherford, Jacob Berg, Steven McCartney, Larry Fehrm, Mark Schaefer
Alternate Seat Vacant as of 4-21-2021*

7. New Business-None
8. Voucher Approval
 - A. Discussion and possible action on the Voucher approval of monthly payments from the Delafield Promotion & Tourism checking account. **Voucher signed for processing.**
9. Delafield Promotion & Tourism Financials
 - A. Discussion and possible action to review the current Financial Reports: **Smith noted that the city did transfer the \$83,407.21 out of Tourism for the 2020 April Trail Debt bill. Also, Smith informed the Commissioners that due to additional 2022 trail development, the current Trail Debt schedule would be increased. Fred Marrero asked Smith to bring a revised Trail Debt schedule to the April meeting and place the topic on the April Agenda for review and discussion**
 - B. 2022 Delafield Promotion & Tourism-Opening Balance and Recommendation Document-Smith-**Following discussion regarding the 2021 Year End/ 2022 Opening Balance and expenses so far in the first quarter of this year, Smith made a recommendation that \$92,677.54 be transferred to the City of Delafield to be used on previously approved quality of life projects that supported "Tourism Development and Tourism Promotion" (Act 55). The sum closes the amount that was budgeted to transfer in 2020, but was held due to the impacts of COVID-19 on the Tourism Industry, reduced hotel tax revenue income and subsequent impacts on the Delafield Tourisms 2020 operating budget. Fred Marrero made a motion to approve a transfer of \$92,677.54 to the city, with a second made by Jacob Berg. Smith stated the 2022 Trail Debt Bill of \$83,407.21 plus the \$92,677.54 contribution would total \$ 176,084.75 that Delafield Tourism would contribute to the City in 2022. There was no further discussion and the motion carried. A second conversation included a possible donation to the proposed Lapham Lodge in Lapham Peak. Smith was asked to place this item on the April agenda under new business for further discussion, so therefore no motion was made on that point of business.**
10. Executive Director Projects: **(Discussed in Agenda Item 6 - no further information was added.)**
 - A. VisitDelafield.org Website & Directory & Page revisions
 - B. Travel Wisconsin Delafield Page updates
 - C. 2022 Wisconsin Motorcycle Roads Travel Guide Copy and Ad
11. Old Business
 - A. Staining Quote Status-Exterior 421 Main Street-no status
12. City of Delafield Hotel Update: **Steven McCartney advised their hotel is back to 2019 tracking, and that Olive Garden Corporate trainers/team members for the Delafield location were making reservations for a period of time this summer, for training and other pre-opening/opening staff training and other operational business. Fred Marrero also mentioned the newspaper ran a story on the Lake Country DockHounds and noted that hotel stays in Delafield Lodging properties for teams and fans would occur in the future.**
13. Correspondence: **Smith noted this item was placed on the agenda as requested by Mayor Attwell to share information about the 2021 Mammoth Hike Challenge stats, of which Smith mentioned was an Agenda item on the Delafield Tourism January 2022 Agenda.**
14. Next Delafield Promotion & Tourism Monthly Meeting is scheduled for April 12, 2022
**** Validate quorum for April meeting due to upcoming Easter Holiday: There will be a quorum for this meeting.**
15. Adjournment

Time: 8:19 am