

*Tourism Commissioners:  
Fred Marrero, Larry Fehrm, Steven McCartney, Paul Murphy, George Bogdanovich & Jim Behrend  
ALT: Vacant (4-2021) / Alderman Rep: Mark Schaefer*

Tuesday, March 14, 2023 | 7:30 AM | City Hall, Council Chambers | 500 Genesee St.

1. Call to Order Time: 7:30 am
2. Pledge of Allegiance
3. Roll Call

Present:

Fred Marrero  
Larry Fehrm  
Paul Murphy  
Steven McCartney  
Jim Behrend  
Mark Schaefer (Alderman Rep)  
Deb Smith, Director

Absent:

George Bogdanovich

Guests:

Deb Zindler, Z2  
Jane Fischer, Fischer Media Inc.

4. Citizen Comments  
Mary Daniel, Delafield resident and President of Hawks Inn advised Willie G. Davidson Art Exhibit returns to The Delafield History Center beginning April 29, 2023 as the opening of the exhibit.
5. Consent Agenda  
Approval of Minutes from the December 13, 2022 regular Delafield Promotion & Tourism meeting. Note: No Minutes for January 2023 or February 2023, as both meetings were cancelled due to lack of quorum.  
Motion to approve the December 13, 2022 meeting minutes made by Larry Fehrm with a second by Paul Murphy. There was no discussion and the minutes were approved.
6. 2023 Z2 Marketing Presentation- Deb Zindler and Jane Fischer
  - A. Overview of the 2023 Marketing Plan and Time Line for promoting Delafield, Wisconsin hotels and amenities
  - B. Completed 2023 Ads to date (2023 Travel Wisconsin Visitor Guide, Experience Wisconsin, 2023 Wisconsin Bike Federation Ride Guide, 2023 Wisconsin Motorcycle Roads Ad, etc.)
  - C. Special Project: KIOSK poster- completed, ready for installation
  - D. Additional Special Projects for consideration
  - Deb Smith to send her Visitor Walk-In Log from last 5 years to Jane Fischer and Deb Zindler for review and possible assistance in determining/reaffirming the best key target markets to advertise for overnight stays @ Delafield Lodging Properties. Following discussion from items A-D, the Tourism Commissioners invited Deb Zindler and Jane Fischer to the May 9, 2023 regular meeting to provide a summary on follow up items from their presentation and discussion.
7. Old Business
8. New Business  
Discussion and possible action regarding the following New Business Items:
  - i. Daybreak Prime Meats & Deli to cater in a hot lunch for 9 DPW staff members as a thank you from Delafield Promotion & Tourism, for the hardworking crew who maintains our beautiful city! Lunch is scheduled for Thursday March 16, 2023.

Deb Smith updated Tourism Commission on the Appreciation Luncheon being organized for the employees at the Department of Public Works for March 16, 2023. Mark Schaefer delivered

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a signed Thank You card from the Tourism Commissioners & Deb Smith and beverages to DPW ahead of the luncheon.

9. Discussion and possible action to review the current Financial Reports

- A. 2022 Hotel Tax Review & Recap - Review of the final 2022 Hotel Tax Income Report
- B. Hotel Tax overpayment to City of Delafield- **Deb Smith provided an overview of the current issue regarding a Delafield lodging property who has requested reimbursement from prior year(s) Hotel Tax overpayment to City. Mark Schaefer along with the Commissioners discussed the issue but no action was taken on the matter. Deb Smith and Mark Schaefer will meet with Tom Hafner and Amy Buchman for status on issue ahead of the Delafield Promotion & Tourism meeting of May 9, 2023.**

10. Voucher Approval's

- A. Discussion and possible action on the Voucher approval of monthly payments from the Delafield Promotion & Tourism checking account for (1) end of 2022 and (1) January 2023 and (1) February 2023 and (1) March 2023. **All vouchers were signed and copies of voucher signatures delivered to the Deputy Clerk.**

11. Future Agenda Items

- **April Meeting cancelled due to lack of quorum**
- **Z2: Deb Zindler invited to return on May 9, 2023 to follow up on Agenda Item 6, A & D**
- **Continued Discussion on hotel tax reimbursement issue: Mark Schaefer & Deb Smith to meet with Tom Hafner and Amy Buchman regarding status before May 9<sup>th</sup> regular Tourism Commission meeting**

12. Next Delafield Promotion & Tourism Monthly Meeting is scheduled for May 9, 2023

13. Adjournment

Time: **8:27am**