

Tourism Commissioners:
Fred Marrero, Larry Fehrm, Steven McCartney, Paul Murphy, George Bogdanovich & Jim Behrend
Alternate (open seat since April 2021), / Alderman Rep: Mark Schaefer

Tuesday, May 9, 2023 | 7:30 AM | City Hall, Council Chambers | 500 Genesee St.

1. Call to Order **Time: 7:30am**
2. Pledge of Allegiance
3. Roll Call
Present:
Fred Marrero
Larry Fehrm
Jim Behrend
George Bogdanovich
Mark Schaeffer, Alderman Rep
Deb Smith
Absent:
Paul Murphy
Steven McCartney
Guests: z2 Marketing
Deb Zindler
Jane Fischer
Rebecca Sheperd
4. Citizen Comments
Mary Daniel offered that the Willie G. Davidson Art Exhibit opened April 29th at The Delafield History Center and that there will be a Rhubarb Fest event this summer at The Delafield History Center and Hawks Inn.
5. Consent Agenda
Approval of Minutes from the March 14, 2023 regular Delafield Promotion & Tourism meeting. **Motion from Jim Behrend to approve the March 14, 2023 minutes followed by a second from Larry Fehrm. There was no discussion and the motion passed.**
6. Discussion and Action to appoint Delafield Promotion & Tourism Commission Roles for May 2023 to April 2024:
 - A. Motions to set roles for Chair, Vice Chair and Secretary:
 - a) Discussion and Action to appoint a CHAIR for a 1-year term to end April 2024
Motion to appoint the Chairman role to Fred Marrero by Larry Fehrm with a second by Mark Schaeffer made. There was no discussion and the motion passed.
 - b) Discussion and Action to appoint a VICE CHAIR for a 1-year term to end April 2024
Motion to appoint the Vice Chair role to Larry Fehrm by Fred Marrero with a second by Jim Behrend made. There was no discussion and the motion passed.
 - c) Discussion and Action to appoint a SECRETARY for a 1-year term to end April 2024
Motion to appoint the Secretary role to Paul Murphy by Jim Behrend with a second by Larry Fehrm made. There was no discussion and the motion passed.
 - i. Discussion and Action to appoint MINUTE TAKING to Deb Smith on behalf of the Secretary until April 2024
Motion made by Fred Marrero with a second from Larry Fehrm to appoint minute taking on behalf of the Secretary to Deb Smith. There was no discussion and the motion passed.
 - Deer Committee rep from Delafield Promotion & Tourism appointed by Mayor and is Larry Fehrm with the 1-year term ending April 2024
 - Hotel Representative appointed by Mayor Attwell and is Steven McCartney, General Manager of the Holiday Inn Hotel & Suites, for a 1-year term ending April 2024
 - B. Signature of Oath of Office for each seated Delafield Promotion & Tourism Commissioner is required. **Deb Smith reported that all Oaths had been signed by the 4 Tourism Commissioners in attendance, and that 2 remaining Oaths would be signed by both Paul Murphy and Steven McCartney at the next meeting they attend.**

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7. 2023 Z2 Marketing Presentation- Deb Zindler and Jane Fischer
 - A. Update on Special Project Detail and Costs for Tourism Commission Consideration
 - B. Update on 1Q Delafield Promotion & Tourism Budgeted Projects and Ad Performance
 - C. Review of Motorcycle Photo Shoot Fall 2023
Z2 presented a thorough update with documents to share with Commissioners of recent results for current digital marketing campaigns. The study and subsequent tweaks in our target audience locations yielded excellent results. Z2 also made and launched 2 short video clips to insert into targeted digital marketing which are achieving great results. The new tweaks for the 2023 marketing of our lodging properties and city amenities is working well and will continue in 2023. Quotes for two special marketing projects were reviewed that the Commission will actively discuss during their June 13, 2023 regular meeting. Deb Smith will advise Z2 that they need not attend the June 13 meeting.
8. Old Business
 - A. Discussion and Possible Action regarding the Hotel Tax Issue Error in 2021 and 2022: **A high level discussion regarding the unresolved hotel tax error occurred. Since there was no final recommendation on how the error will be resolved, the Commissioners asked to invite both Tom Hafner and Amy Bachman to attend the June 13, 2023 Tourism regular meeting, to review and provide a possible solution to resolve. Commissioners also added a few other items they needed clarification on from both individuals (noted in Future Agenda Items, below) that Deb Smith will note when both Hafner and Buchman are invited to the June 13th meeting.**
 - B. Staining of 421 Main Street-Delafield Visitor Center & Tourism Office
 - i. Hoppe Painting owner Matt accepted quote on exterior stain and trim work for fall 2023.
9. New Business
 - A. 2023 Public Service Recognition Week of City of Delafield Departments: **Deb Smith updated the Commission by stating Mayor Attwell, Deputy Clerk Crystal Turner and herself were working on this week's, very first, Public Service Recognition week. Every City of Delafield department will be thanked, provided with breakfast items Wednesday May 10, 2023 @ 8am and receive public praise over social media pages from both the city and @delafieldtourism. Departments have been encouraged to share posts on their pages as well.**
10. Discussion and possible action to review the current Financial Reports
 - A. 2023-First Quarter Hotel Tax Review & Recap if available: **Deb Smith stated the 1Q Hotel Tax Income report should be out soon. Smith also stated the audit and final annual Hotel Revenue Income Tax audit had just been concluded, signed, and filed with the Department of Tourism. Just days later, more hotel tax income from 2022 was received by the city from a third-party marketplace provider. Auditors advised it would be OK to include this amount in the 2023 Audit Report next April 2024, since filed reports cannot be amended once submitted. (Following the adjournment of this meeting, Smith received the 1Q-2023 Hotel Tax Income Report, and sent the report to all Tourism Commissioners.) Thank you to Amy Buchman.**
11. Voucher Approval's
 - A. Discussion and possible action on the Voucher approval of monthly payments from the Delafield Promotion & Tourism checking account for (1) April 2023 and (1) May 2023; **Both Vouchers were signed and taken to Deputy Clerk Crystal for processing. Smith was unable to record the meeting as some type of construction is going on in the AV room.**

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12. Future Agenda Items

- **Resolve Hotel Tax Issue of 2022**
- **2023-2024 updated Trail Debt Log (due to trail construction projects in 2023)**
- **How Hotel Tax is processed when received at City Hall**
- **Q&A on miscellaneous financial questions from Commissioners for Tom Hafner and Amy Buchman**
- **Review most recent set of Financial Reports with Commissioners for Q&A**

13. Next Delafield Promotion & Tourism Monthly Meeting is scheduled for June 13, 2023

14. Adjournment

Time: **8:23am**

All meetings of the Delafield Promotion & Tourism Commission meeting are public meetings. The meeting of the Commission is a working session for the Commission itself, and, outside the Citizens Comments section, discussion by those in attendance is limited to Commission members, staff and others that may be a party to the matter being discussed. Americans With Disabilities Act Notice: Upon reasonable notice (at least 72 hours in advance) the City will furnish appropriate auxiliary aids and services, when necessary, to afford individuals with disabilities an equal opportunity to participate in and to enjoy the benefits of a service, program or activity provided by the City. Notice of Possible Quorum: It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information: no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.