

*Tourism Commissioners:
Fred Marrero, Larry Fehrm, Paul Murphy, George Bogdanovich, Jim Behrend & Alderman Rep: Mark Schaefer
Hotel Rep Position Open (5-17-23), Alternate (open April 2021)
Meeting Minutes approved during the August 22, 2023 meeting*

Tuesday, June 13, 2023 | 7:30 AM | City Hall, Council Chambers | 500 Genesee St.

1. Call to Order
2. Pledge of Allegiance
3. Roll Call

Time: 7:30am

Present:

Fred Marrero
Larry Fehrm
Paul Murphy
George Bogdanovich
Alderman Rep, Mark Schaefer
Deb Smith

Absent

Jim Behrend

Guests

Tom Hafner
Amy Buchman

4. Citizen Comments
5. Consent Agenda

6. **Approval of Minutes** from the May 9, 2023 regular Delafield Promotion & Tourism meeting **Motion to approve May 9, 2023 Minutes made by Mark Schaefer with a second by Larry Fehrm. There was no discussion and the motion was approved.**

7. Voucher Approval

A. Discussion and possible action to review the current Voucher listing monthly expenses/payments from the Delafield Promotion & Tourism checking account, specifically the June 2023 Voucher- **Voucher signed and delivered to Crystal Turner via Amy Buchman.**

8. Discussion & Possible Action to review the current Financial Reports

A. April Financial Reports & 1Q Hotel Tax Revenue Income Sheets - **Tourism Commissioners reviewed the last set of Financial Reports month ending April 30, 2023. First quarter hotel tax income is traditionally low due to the slow travel months in the first quarter.**

9. New Business

A. Q & A discussion with Tom Hafner and Amy Buchman (if available) as requested by the Tourism Commissioners:

1. Delafield Promotion & Tourism Hotel Representative:

a. Resignation received May 17, 2023 from Holiday Inn & Suites GM, Steven McCartney & next steps for the Commission- **Fred Marrero advised that he has been in discussion with the GM at the Delafield Hotel about becoming the Hotel Rep for Delafield Promotion & Tourism.**

2. Process for collecting and distributing Hotel tax income: **Amy Buchman and Tom Hafner helped the Tourism Commissioners understand what reports the hotels use to report hotel tax revenue and calculate the 8% that is sent to the city and Delafield Tourism. Amy Buchman explained the process in that after the quarter ends, each hotel and all marketplace providers have 30 days to send in 8% of the hotel tax generated during the quarter. Once it is determined that all business entities have**

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submitted their report and checks to the city, Tourism receives 25% and the city retains 75% until the city reaches its allowable total hotel tax income, per year.

3. Status of a 2021 Hotel Tax Payment error made by a Delafield lodging property: **After further discussion with Tom Hafner on this topic, Fred Marrero motioned to refund the lodging property \$31,406.00 after Delafield Tourism's share of the 2023, 3^d quarter hotel tax revenue is accounted for, in or around November. Second by Larry Fehrm. Amy Buchman was asked to advise La Quinta of the decision. Following no further discussion, the motion passed.**
 4. 2023-2024 Updated Trail Debt Projection Log Q & A: **Amy Buchman explained the Trail Debt projection process to the Commissioners and provided an updated schedule that all reviewed, including the increasing annual Trail Debt amount as shown in the document. Tom Hafner advised the Commission that they were not obligated to pay all or any of the city's trail Debt, but offered suggestions that the commission could fund, instead. Hafner suggested Delafield Tourism could pay rent, contribute toward HR/Payroll Salary, contribute toward the Finance Officer salary, fund Park & Rec projects, as examples for how Delafield Tourism could help the city financially. Hafner did thank the Tourism Commission for their generosity in contributions to the city in the past.**
 5. Any city of Delafield Updates for 2023 to share with Commission
10. Discussion and possible action on two separate open Z2 **Marketing** quotes:
 - A. Quote #1: Discussion of 2023 Special Project as Presented by Z2 May 9, 2023
Motion by Fred Marrero with a second by Mark Schaeffer to accept the Docuseries 2023 special project quote. Deb Smith was asked to work with Z2 to spread out the invoicing for this special project. There was no further discussion and the motion passed.
 - B. Quote #2: Discussion of fall 2023 Special Project Photo/Video Shoot of Motorcycle Riders in Delafield as Presented by Z2 May 9, 2023
Motion by Fred Marrero with a second from Paul Murphy to accept the Photo/Video Shoot of Motorcycle Riders in and around Delafield as a 2023 Special Project. There was no discussion and the motion passed.
 11. **Old Business**
 - A. Hotel Tax Income error from 2021 (refer to Agenda Item 9/A/3 above)
 12. **2024 Delafield Promotion & Tourism first Draft Budget**
 - A. To review the Draft Budget on either July 11, 2023 and/or August 15, 2023 as a commission
 13. Future Agenda Items
 14. Next Delafield Promotion & Tourism Monthly Meeting is scheduled for August 15, 2023
The July 11, 2023 meeting will be cancelled for summer break, and the next meeting to begin the review of the 2024 Draft Budget will be on August 8, 2023
 15. Adjournment

Time: 8:45 am