

*Tourism Commissioners:*

*Fred Marrero, Larry Fehrm, Paul Murphy, George Bogdanovich, Jim Behrend & Alderman Rep: Mark Schaefer  
Erin McDonald, Alternate (open position April 2021)*

Tuesday, August 22, 2023 | 7:30 AM | City Hall, Council Chambers | 500 Genesee St.

**Time: 7:30AM**

1. Call to Order
2. Pledge of Allegiance
3. Roll Call  
**Present:**  
Fred Marrero  
Larry Fehrm  
George Bogdanovich  
Jim Behrend  
Deb Smith  
**Absent:**  
Paul Murphy  
Erin McDonald  
Mark Schaefer
4. Citizen Comments
5. Consent Agenda
6. Approval of Minutes from the June 13, 2023 regular Delafield Promotion & Tourism meeting: **Motion made by Larry Fehrm with a second from George Bogdanovich to approve the June meeting minutes. There was no discussion and the motion carried.**
7. **Voucher Approval**  
Discussion and possible action to review the current **Voucher(s)** listing monthly expenses/payments from the Delafield Promotion & Tourism checking account, specifically the (1) July 2023 and (1) August 2023 Vouchers  
**Motion made by Jim Behrend with a second from Larry Fehrm to approve both vouchers as presented. There was no discussion and motion carried.**
8. 2024 Delafield Promotion & Tourism Budget DRAFT #1 Review
  - A. Review the 2024 Draft Budget as a Commission  
**Deb Smith walked through the proposed 2024 Budget. After discussing a few areas of the Budget, all Commissioners were comfortable with the proposed numbers. Motion by Jim Behrend with a second from Larry Fehrm to approve the 2024 Delafield Promotion & Tourism Budget. There was no further discussion and the motion carried. Deb Smith will review the City of Delafield MiViewPoint 2024 Draft Budget data entry numbers previously entered, review the numbers with Amy Buchman, and approve the budget in the city's system. Deb Smith will also contact Z2 and work with them ahead of their 2024 Marketing Budget Draft, to be presented to Commissioners on October 10, 2023.**
  - B. Motion to approve weekly hours from 30 to a maximum of 32 hours per week for Deb Smith, effective August 2023: **Motion by Jim Behrend with a second from Larry Fehrm to approve the 32- hour work week for Deb Smith effective August 2023. There was no discussion and the motion carried.** Deb Smith will contact Deputy Clerk Crystal regarding this change.
9. New Business
  - A. Need Volunteers to help distribute another round of boxed Delafield Visitors' Guides to hotels: **Larry Fehrm volunteered to help Deb Smith distribute more boxes of guides to the hotels. Thank you, Larry Fehrm!**
10. Old Business
  - A. 2023 Exterior Staining (budgeted) of Tourism Office/Visitor Center @421 Main Street, will occur this fall
11. Marketing Campaign & Project Status:
  - A. Refer to Handout of August 8, 2023- **Z2 Marketing Report reviewed**

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12. Discussion & Possible Action to review the current Financial Reports: **Fred Marrero reviewed the YTD hotel tax Revenue income for Tourism vs City for 2023.**

A. Current Financial Reports dated June 30, 2023

B. 2023 Hotel Tax Revenue Income Status:

**Delafield Tourism: 25%**

**City: 75%**

• 1Q \$23,210.53

1Q-\$69,631.58

• 2Q \$36,886.32

2Q-\$110,658.96

Total In: \$60,096.85

Total In: \$180,290.54

*\*Remaining Amount City can collect in 2023: \$61,296.14*

13. Future Agenda Items

A. Friends of Lapham Peak to present status of Lapham Lodge, October 10, 2023

B. RNC Convention in Milwaukee July 15 to 18, 2024

C. 2025 March NFL Draft in Green Bay, Wisconsin

D. Recap of the 2023 Liberty Park Concert Series by Mark Schaeffer

14. **The Delafield Promotion & Tourism Monthly Meeting scheduled for September 12, 2023 is cancelled and the next Regular Meeting will be on October 10, 2023.**

15. Adjournment

**Time: 7:50AM**