

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

Tuesday, January 11, 2022 | 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
Duane Rutherford
Larry Fehrm
Mark Schaefer
Aldersperson Jim Behrend
Deb Smith**

Absent:

**Jacob Berg
Steven McCartney**

Guests:

**Jessica Woodward, Ice Age Trail
Rebecca Sheperd, Z2
Jane Fischer, Z2**

4. Citizen Comments
None, Citizen Comments were closed.
5. Consent Agenda
 - A. Approval of Minutes from the November 9, 2021 regular Delafield Promotion & Tourism meeting. **Motion by Duane Rutherford, second by Larry Fehrm to approve the November 9 Minutes as presented. All were in favor. Motion carried.**
6. Ice Age Trail: Mammoth Hike 40-October 2021 Recap-Delafield IAT Trail Community: **Jessica Woodward provided a two-sided recap document and presented the statistics from the IAT event held last October, which is included in this minute's packet for review. Once again, Delafield was #1 for Trail Communities visited. Delafield Tourism sponsored this successful event with a \$2,000 sponsorship and Jessica reviewed how the money was spent, which was appreciated by the Tourism Commission. Delafield Tourism is budgeted to be a third-year sponsor for this event that will take place this October. The Strive On app is a free mobile app that allows for businesses to promote their location, any specials for event participants and displays information about their shop or restaurant. Increasing business participation during the event is an Ice Age Trail goal for 2022.**
7. Z2 Marketing Status Update- Introduction of Rebecca Sheperd, new Z2 Rep: **Rebecca introduced herself and having been at Z2 for a mere month is learning Delafield Tourism history of projects and current year project plan.**
 - A. Discussion and possible Action to review the 2021 Digital Marketing Investment by Jane Fischer: **Jane provided a recap of the 2021 digital media investments managed by Z2 using 2021 budgeted dollars, and with few tweaks Z2 will continue the same investments and target markets based on the success, clicks and website activity shown in the analytics.**

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B. Discussion and possible Action to review the 2022 Z2 Marketing Projects Time Line: Rebecca will provide a more detailed time line and project status for February 2022 Delafield Tourism meeting.

8. New Business

A. AAA Living - Complimentary article about Delafield, Wisconsin. Photo: Compliments of Delafield Promotion & Tourism. **Deb Smith reviewed the article and thought another article for the summer months may be planned for 2022.**

B. City of Delafield Ice Rink-Delafield Fish Hatchery Sports Commons-status: **Deb Smith mentioned that DPW built and filled the new ice rink which is located on Main Street, just past the volley ball court, and worked with the City and DPW to understand how the rink Open and Closed status is communicated.**

9. Old Business

A. City of Delafield Holiday Tree Lighting: \$100 collected and donated to the Kettle Moraine Food Pantry. **Discussion followed regarding the size of both the event and attendees, which Deb Smith addressed. Deb also advised that she already had the event redrafted and was working with both Jessica Woodward from the Ice Age Trail and Mary Daniel from The Delafield History Center/Hawks Inn as a small event committee to discuss and document an event plan in a phased growth approach. The committee will share a final proposal at a future Delafield Tourism regular meeting for the Commissioners consideration.**

B. DELAFREEZE: Delafield Chamber of Commerce-January 8, 2022: Recap: \$300 Sponsorship **Deb Smith recapped the event by stating it was well attended, many more business sponsored activities around the downtown area and she opened the visitor center to greet both the ice sculptor artist (David Haas) and event guests. Smith said she counted 70 but most likely missed guests if she was assisting guests inside in the center. Smith added that she printed 50 walking maps and provided guests with directions and explanations about the event. It was noted during discussions that there was no temporary signage promoting DELAFREEZE such as the temporary signage installed for other events such as Ladies Night Out & Art Walks. It was suggested that Delafield Tourism might have a conversation with the Delafield Chamber about said signage & ask how Delafield Promotion & Tourism can assist in producing/sponsoring promotional assets for future DELAFREEZE events. Fred Marrero to contact Dawn Geller, Chamber Board President, to ask about their existing marketing plan for DELAFREEZE and offer possible assistance by Delafield Promotion & Tourism for future DELAFREEZE events.**

C. The City of Delafield Deer Committee Update: **Larry Fehrm recapped the committee meeting that met the previous evening and advised the Freeman has been helpful with their articles regarding the deer harvesting in the city.**

10. City of Delafield Hotel Update: **No report submitted, however Deb Smith added that she is contacting the hotels to inquire about the total number of overnight stays from 2019, 2020 and 2021 to support the Grant that is being written by Mark Herr @ Lapham Peak for their new proposed Lapham Lodge.**

11. Delafield Promotion & Tourism Financials

A. Discussion and possible action to review the expense activity in the current financial reports **Fred Marrero reviewed the recent November 2021 reports with the commission and also stated Deb Smiths recommendation to complete the Delafield Tourism 2020 City of Delafield contribution of \$92,677.54 should wait until all of the 4 Quarter Hotel Tax is received and the Commission can review Year End numbers for 2021.**

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- B. The transfer of \$41,776.00 to the City from Tourism Fund 550 Account, towards the 2022 April Trail Debt bill, was completed in December 2021 - **No discussion.**
 - C. Recommendation by Deb Smith for a motion to approve funding the City of Delafield with \$92,677.54, to satisfy the remaining 2020 Budgeted-City of Delafield Contribution from Tourism. **Discussion held and noted in minutes in 11. A, above.**
 - D. 2021 Delafield Tourism-Year End Financials and 4Q Hotel Tax Income could be available by next meeting, February 8, 2022. **No discussion.**
12. Voucher Approval
- A. Discussion and possible action on the Voucher approval of monthly payments from the Delafield Promotion & Tourism checking account. **2 December 2021 Vouchers and 1 January 2022 Vouchers were signed and delivered to City Hall.**
13. **Next Delafield Promotion & Tourism Monthly Meeting is scheduled for February 8, 2022**
14. **Adjournment** **Time: 8:22 am**

Respectfully submitted,
Deb Smith,
Executive Director, Delafield Promotion & Tourism
January 12, 2022