

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

Tuesday, February 8, 2022 | 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
Mark Schaefer
Jacob Berg
Steven McCartney
Aldersperson Jim Behrend
Deb Smith

Absent:

Duane Rutherford
Larry Fehrm

Guests

Rebecca Sheperd, Z2 Marketing Representative

4. Citizen Comments
Mary Daniel advised the Tourism Commission that Hawks Inn will present a new Art Exhibit in May 2022 featuring the art by Charles Dicks.
5. Consent Agenda
Approval of Minutes from the January 11, 2022 regular Delafield Promotion & Tourism meeting Motion by Jacob Berg to approve the minutes with a second by Mark Schaefer. There was no discussion and the minutes were approved.
6. Delafield Promotion Marketing Status Update: Rebecca Sheperd, Z2 & Deb Smith, Delafield Tourism
7. Discussion and possible Action to review the 2022 - Z2 Marketing - Key Projects / Time Line
 1. 2022-2024 Delafield Visitor' Guide
 2. Visit Delafield Website Refresh
 3. 2022 Lamp Post Banner Art Work
 4. 2022 Winter Photo Shoot
 5. Misc. Analytics and Information from Z2

Rebecca Sheperd distributed the monthly Z2 report that contained statuses for 7 key marketing projects with updates, and followed up with the recent analytics from both visitdelafield.org and recent digital advertising. Sheperd also received feedback and answered questions about the 2022-2024 Delafield Visitor' Guide, 2022 New Lamp Post Banner current artwork, with some revisions identified during discussions, along with a discussion about a refresh to visitdelafield.org home page. Additional Lamp Post banner(s) artwork will be created for consideration. Deb Smith and Commissioner Mark Schaefer will review copy throughout the rest of the website for updates, changes and deletions. All three major projects, Lamp Post Banners, Delafield Visitor' Guide and Visit Delafield Website will all be consistent from brand colors to messages and will hopefully all launch close to the same time, tentatively, mid-March/early April 2022.
8. New Business
 - A. Executive Director Projects
 1. Working with Z2 on above Key Projects
 2. Wrote and submitted new/corrected copy for 2022-2024 Guide

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3. Wrote and submitted new copy for Feature Article: Delafield's Steeples, Spires and Belfries
4. VisitDelafield.org Website Directory Updates
5. Travel Wisconsin Delafield Page updates
6. Recapping Walk-In Data from 2020 vs 2021
7. 2021 Year End Report: Financials & Projects-Target for March 8, 2022

Deb Smith reviewed the above projects and statuses with the Commissioners, stating numbers 4., 5., and 7. were the high priority tasks to complete for the next Tourism Commission meeting. In the event Smith completes those items, she advised working with DPW, not only on the new Banners before ordering occurs, but also on staining quotes and color options (from the Delafield Historic Color Palette) for the Tourism Office and Visitor Center @ 421 Main Street would be handled next from her project list.

- B. New Storm Door installed 201-2022 at 421 Main Street-Smith advised having a new door that **closes and blocks the wind is very much appreciated, and thanks DPW for purchasing and installing the storm door.**
- C. Staining Quotes-Exterior 421 Main Street (discussion notes captured above)
9. Old Business
10. The City of Delafield Deer Committee Update-**Jacob Berg said it was a great deer hunting season and that Deb Smith can remove this item from the agenda until late summer.**
11. City of Delafield Hotel Update-**Steven McCartney advised the transient/business traveler check in's is still very low during the week however weekend stays are high over the weekend. McCartney advised bookings for the annual Hocky Tournaments held in Delafield have begun.**
12. Delafield Promotion & Tourism Financials
 - A. **Discussion and possible action to review the expense activity in the current financial reports Deb Smith distributed the most recent Hotel Tax Income totals for 4Q-2021. Fred Marrero recapped the report and advised more discussion on 2021 Year End Financials would occur during the March 8, 2022 meeting.**
 - B. **2021 Delafield Tourism - Year End Financials and 4Q -Hotel Tax Income - The review of 2021 financials will occur during the March 2022 regular Tourism Commission meeting.**
13. Voucher Approval
 - A. **Discussion and possible action on the Voucher approval of monthly payments from the Delafield Promotion & Tourism checking account - Voucher was signed and taken up to Mary Green by Mayor Kent Attwell.**
14. Request for Future Agenda Items
 - 2021 Year End Reports for discussion and possible action
 - Staining Quotes (if received) for exterior of 421 Main Street
15. Next Delafield Promotion & Tourism Monthly Meeting is scheduled for March 8, 2022
16. Adjournment

Time: **8:26 am**