

**DEFOREST AREA TOURISM COMMISSION
MINUTES
Wednesday, November 4, 2015 @ 10:00 a.m.
Chamber of Commerce Office, 201 DeForest Street, DeForest, WI 53532**

1. Call to Order – Stravinski called meeting to order at 10:08am.

Members present: Bruce Stravinski, Jean Schneider, Jason Kramar, Heike Compe

2. **Motion to approve Minutes** from October 7, 2015 meeting by Stravinski, seconded by Schneider. Kramar abstained. **Motion approved.**
3. Approval of Financial
 - A. Bills and Invoices
Motion to make payment to Armadillo Marketing, Invoice#10-2015 DAT for \$560 and Century Link bill for October \$84.07. Schneider made motion, Kramar seconded. **Motion approved.**
 - B. Financials
Motion to approve financials by Kramar, seconded by Schneider. **Motion approved.**
4. New Business
 - A. **Trademark:** Engagement letter was signed by Stravinski with note for expenses not to exceed \$3,000. **Motion to approve** by Kramar, seconded by Schneider. **Motion approved.**
 - B. **Membership:** Discussion to invite members to join the DeForest Area Tourism Committee. Stravinski recommended a five person committee. Schneider volunteered to talk with owners of Speckled Hen and Days Inn. Norske Nook and Mousehouse Cheesehaus to be contacted in the future. Membership to remain on agenda.
 - C. **Kiosk removal in Vienna:** Stravinski was contacted by the Vienna Tourism Commission requesting the DATC to remove the two original kiosks in Vienna by November 30. They are located at Ehlenbach's Cheese Chalet and at the Park and Ride near the Pink Elephant gas station. VTC noted that the DeForest Parks and Recreation department was interested in the kiosks. **Motion to give kiosks to DeForest Parks and Recreation** by Kramar, seconded by Schneider. **Motion approved.** Compe to contact Parks and Recreation department and Stravinski to contact VTC regarding kiosks. Discussion of where other kiosks are currently located and where they could be strategically placed. Schneider to contact Token Creek Conservancy liaison.
 - D. **Advertising:** Schneider presented advertising strategies for 2016 and beyond, drafted by Armadillo Marketing. Goals, target markets and social media marketing discussed. Key event to draw visitors to come and stay. Ideas discussed for 2016. Schneider to look into cost of Event Coordinator.
Proposal for winter photographs for website shared by Schneider. Discussion to add video in for the cost of proposal. Schneider will ask for new proposal to be presented.
Budget discussions regarding percentages of spending for marketing, event sponsorships, Chamber contract, and the Reserve. Budget and Room tax rates to be added to December Agenda.

5. Old Business
 - A. Our Wisconsin magazine decided not to advertise in publication.
 - B. State Room Tax Law and recent Legislative changes – tabled until next meeting as Gryphan reported via email that many questions not answered at State meeting and follow-up communication is in the works.
 - C. Website & Photography: Schneider to come back next meeting with new proposal for winter photos and video.
 - D. Facebook Page –Compe to post pictures weekly.
6. Any other business that would come before the DATC
Compe to invite Jeff Miller to December meeting to talk about the three Wisconsin Elite Girls Basketball Tournaments held in 2015 and plans for 2016.
7. Adjourn – **Motion to adjourn** by Schneider, seconded by Kramar. **Adjourned at 11:24am.**

The next DATC meeting will be on Wednesday, December 2, 2015, beginning at 11:00am at the DeForest Area Chamber office, located at 201 DeForest Street, DeForest, WI 53532

Submitted by: Heike Compe, Administrative Assistant of DeForest Area Chamber of Commerce.