

DEFOREST AREA TOURISM COMMISSION MINUTES
Wednesday, February 10, 2016 @11AM
Chamber of Commerce, 201 DeForest Street, DeForest, WI 53532

- I. Call to Order – Stravinski called meeting to order at 11:08AM
Members present: Bruce Stravinski, Jason Kramar, Jean Schneider, Guy Gryphan, and Heike Compe.
- II. Approval of Minutes from January 6, 2016. **Motion by Schneider to approve January minutes, seconded by Stravinski.**
- III. Approval of Financials
 - A. Bills & Invoices: Monthly Contract Services to Chamber for January 2016 for \$240. Reimbursement of Nicole Moll's wages paid by the Chamber in 2015 in the amount of \$458.78 **Motion by Schneider to approve payments to the Chamber, seconded by Stravinski.**
- IV. Financial Statement – discussion about Services and Tourism Room Tax listed in QuickBooks under Total Income.
- V. New Business
 - A. Commission Structure – Gryphan discovered while filling out taxes for the DeForest Area Chamber of Commerce that the DATC is not its own entity, rather it is part of the DACC using the Chamber Tax Id #. State of Wisconsin, Assembly Bill 714, currently being discussed at the capital, changes the definition, and membership of the governing body, of a tourism entity under the room tax. Many chambers are a "tourism entity". The Town of Vienna has its own tourism commission. The villages of Windsor and DeForest have discussed the chamber leading the tourism commission. Chamber already manages tourism bank account.
 - B. By-Laws – to be rewritten. Define who to participates, by law the committee must have at least one owner or operator of a lodging facility that collects room tax and is located in the municipality for which the room tax is collected. Some prefer not to have an elected official on the committee, however Gryphan states that municipality representative can be on commission as a non-voting member. Have more members from community businesses represented. Gryphan to research By-law examples and update the agreement.
 - C. Membership – Schneider closing Token Creek Eco-Inn, but would like to be a resource for the commission. Gryphan to meet with Super 8 to have a representative on commission. Stravinski noted he spoke with owner, but at that time he could not commit the time to participate. Gryphan to talk with the Town of Burke, as they may be interested in returning, if the chamber leads and more promotion of Exit 131 happens. Waiting to see what Village of DeForest plans to do. Write By-laws to be flexible to include all three communities: Windsor, DeForest and Burke. Build a working relationship with Vienna Tourism Commission.
 - D. Advertising/Marketing
 - i. Madison Travel Ad with VTC –discussed that the amount to split advertising would be 25% of DATC budget. Would like to work with VTC to promote area, need to research best way to advertise.
 - E. Trademark: Engagement letter – Compe contacted, waiting to hear back the status.

- VI. Old Business
 - A. State Room Tax Law and recent legislative changes – currently meeting at the capital.
 - B. Website & Photography –Schneider to contact Carla Minsky for a proposal for three written articles to post on website promoting area.
 - C. Facebook – boost page eventually.
 - D. SEO/website –Gryphan proposed tabling spending funds on SEO at this time.
- VII. Any other business – Discussion regarding the ability to appoint members to DATC, under current agreement chairperson, Stravinski may appoint three new members. Guy Gryphan was appointed by Stravinski. Discussion of who also may be interested in joining the committee. Decision to continue DATC under Chamber's umbrella at this time.
- VIII. Adjournment– **Stravinski motioned to adjourn at 12:24PM, Schneider seconded.**

Next Meeting: Wednesday, March 16th at 11:00am at 201 DeForest Street, DeForest, WI 53532

Submitted by Heike Compe, Administrated Assistant, DeForest Area Chamber of Commerce