

DEFOREST AREA TOURISM COMMISSION MINUTES

Wednesday, October 12, 2016 at 8:00 AM

DeForest Windsor Area Chamber of Commerce Office, 201 DeForest Street, DeForest WI 53532

- I. Call to Order: Chairperson Stravinski called meeting to order at 8:08am
Members present: Bruce Stravinski, Guy Gryphan and Tony Sobczak Also present: Heike Compe
Excused: Jason Kramar, Brian Cortez and Divisha Patel.
- II. Approval of April 20, 2016 meeting minutes: Motion to approve minutes by Gryphan, seconded by Sobczak. All in favor. Motion carried.
- III. Approval of Financials
 - A. Bills & Invoices: Motion to approve payments to Waterfront Graphic Design for updates to the Tourism Website for \$250.30 by Sobczak, seconded by Gryphan. Motion carried, all in favor.
 - B. Financial Statements: Motion to approve financial reports by Stravinski, seconded by Gryphan. All in favor. Motion carried
- IV. New Business
 - A. Welcome new members
 - B. Community Promotional Video: Gryphan explained the community promotional video is to promote the quality of life in our area, it is not an economic development video. He showed the video created for Janesville. The Villages of DeForest and Windsor and both Tourism Commissions (Vienna and DeForest Area) were approached to contribute funds to create. The DeForest Area School District offered funds to the Chamber to help create the video. Sobczak asked what will be done with the video. Gryphan said the Villages, School District, Tourism commissions, and Chamber, along with any business or organization in our community may use it on their own website or social media for free. Sobczak offered other creative ways to use video: 4th of July, community movie nights, Community & Senior Center and Library events. Motion to approve contribution of \$4325.00 to create the community promotional video, seconded by Sobczak. All in favor. Motion carried.
 - C. Name Change: discussion of how Joint Room Tax Commission was renamed to DeForest Area Tourism Commission after break up of JRTC. Discussion regarding new law coming into effect in January of 2017 and how it will affect reporting. The commission decided to table name change until conversation with the Village of Windsor happens, to see which direction they would like to structure tourism.
 - D. Tax Id for DATC: – also tabled.
 - E. By-Laws: –tabled.
- V. Old Business
 - A. Website/SEO/Photography: Compe reported on revisions to website; to remove businesses no longer operating, address changes, phone numbers and other updates.
 - B. Facebook: Compe to continue to post events.
- VI. Any Other Business that would come before the DATC.
- VII. Adjourn. Meeting adjourned at 10:07am.

Next meeting will be Wednesday, November 16, 2016 at 8am at the DeForest Windsor Area Chamber of Commerce, 201 DeForest Street, DeForest, WI 53532

Minutes submitted by Heike Compe, Tourism Administrator, DeForest Area Tourism Commission