

**DeForest Area Tourism Commission
Minutes**

**Monday, June 16, 2014 @ 10:00 a.m.
Holiday Inn Express, DeForest, WI 53532**

Call to Order and Roll Call - Chairperson Brandstetter called the meeting to order at 10:02 a.m.

Members present: Brian Brandstetter, Jason Kramar, Scott Smith, Jenny Olesen, Brenda Ayers & Nicole Moll.

Absent: Bruce Stravinski

Approval of Minutes: A motion to approve minutes was made by Olesen, seconded by Smith. Motion carried.

Approval of Financials: A motion was made by Smith to approve the financials, seconded by Olesen. Motion Carried.

New Business

Chamber Luncheon

- Moll presented at the June Chamber of Commerce Luncheon regarding tourism, DATC, past, current and future projects.

Pink Elephant Campaign

- Moll gave an updated on the pink elephant campaign. An outdoor informational sign was made, soon to be installed at the pink elephant, a billboard for exit 126 is up off the interstate near Stoughton for the summer months, a picnic table and new indoor signage were completed at the Shell Gas Station.

Long Term Funding and Policies

- This topic was tabled for now.

Brainstorm Session

- Moll will send board members state statue and policies on how tourism funds can be spent in the month of September. During the month of October the DATC will hold a brainstorm session to review the previous year's spending and projects and then brainstorm ideas for the next year.

Other Business

Market Research

- A local economic development group would like to see the DATC market research study that was conducted by Voltage a few years ago. Group can view the research study, is welcome to come to any DATC monthly board meeting and may contact Moll or Brandstetter for more information.

Any other business that would come before the DeForest Area Tourism Commission.

Adjourn –Smith made a motion to adjourn, seconded by Kramar. Meeting Adjourned at 10:43 a.m.

Next Meeting: Monday, July 21, Holiday Inn Express, 10:00 a.m.

Meetings will be held regularly on the 3rd Monday of the month at 10 am