

**DeForest Area Tourism Commission
Minutes
Monday, July 21, 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 10:01 a.m.

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

Absent: None

Approval of Minutes: A motion to approve minutes was made by Kramar, 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

Town of Vienna & Burke Notice to Exit DATA

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New Checks

- A re-order of business checks is needed for DATC, motion was made by Kramar to approve up to \$75 on ordering checks, seconded by Smith, motion carried.

Xplore Magazine

- Xplore is published by the Hometown News LP and reached approximately 92,000 readers. Motion was made by Kramar for DATC to advertise in the fall Xplore magazine with a full page ad for \$625, seconded by Olesen, motion carried.

Madison Magazine

- Madison Magazine is published monthly with 133,000 readers, 80,000 readers in Dane County and distributes 20,583 magazines. DATC advertised in the summer Madison Magazine publications including an interview with Moll on tourism. Motion was made by Kramar to advertise for the next two months with a 1/3 page color advertisement in the Madison Magazine with a cost of \$1,550 per month, seconded by Ayers, motion carried.

Other Business

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

Adjourn –Ayers made a motion to adjourn, seconded by Stravinski. Meeting Adjourned at 10:32 a.m.

Next Meeting: Monday, August 18, Holiday Inn Express, 10:00 a.m.

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