

**DeForest Area Tourism Commission  
Minutes  
Monday, August 18, 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.

**Board Members present:** Brian Brandstetter, Jason Kramar, Jenny Olesen, Brenda Ayers & Bruce Stravinski.

**Absent:** Scott Smith

**Others Present:** Nicole Moll & Shawn Haney.

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

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

**New Business**

**Yahara Riverfest Wine Tasting Sponsorship**

- Yahara Riverfest is Saturday September 13<sup>th</sup> with a Wine Walk from 4:00-7:00pm. Businesses will sponsor a booth for \$100 which includes 6 bottles of wine and an appetizer, DATC will provide a table cloth, banner and sign all of which we own already, motion was made by Kramar to approve booth sponsor, seconded by Stravinski, motion carried.

**Envelopes for Visitor's Guide Mailings**

- DATC receives 5-6 visitor guide requests each week from Escape to Wisconsin. Envelopes and postage are needed to mail these each week. Motion was made by Brandstetter to approve Moll to spend up to \$250 on office supplies and mailings without additional approval, seconded by Kramar, motion carried.

**Our Wisconsin Magazine Advertising**

- Our Wisconsin is a fairly new magazine in the state of Wisconsin with over 75,000 subscribers in just over a year. This publication is filled with colorful photos, stories and a "Where's the W" contest for readers. Motion was made by Olesen to advertise in the October/November 2014 issue with a 1/2 page color advertisement in Our Wisconsin Magazine which would include participation in the "Where's the W" contest for \$2,548, seconded by Stravinski, motion carried.

**Other Business**

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

**Adjourn** –Kramar made a motion to adjourn, seconded by Olesen. Meeting Adjourned at 10:29 a.m.

**Next Meeting: Monday, September 15, Holiday Inn Express, 10:00 a.m.**

*Meetings will be held regularly on the 3<sup>rd</sup> Monday of the month at 10 am*