

## DeForest Area Tourism Commission Minutes

Monday, September 15, 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 10:00 a.m.

**Board Members present:** Brian Brandstetter, Jason Kramar, Jenny Olesen, Scott Smith & Brenda Ayers

**Absent:** Bruce Stravinski.

**Others Present:** Nicole Moll, Shawn Haney, Heidi Johnson, Myles Bible, Paul Herrick, & Brian Dickerson.

**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 Kramar. Motion Carried.

### New Business

#### Madtown BMX Fund Request

- Myles Bible, Paul Herrick and Brian Dickerson presented a funding request on behalf of Madtown BMX Inc. Their fund request was for the amount of \$31,500 to be used on three immediate projects which include asphalt corner for the racetrack; these corners will prevent erosion, create a smooth, fast and safe race track surface and decrease maintenance. Secondly lights are needed to allow the track to open earlier in the spring and close later in the fall and to host night races. Lastly funding will be used for spectator seating, motion was made by Olesen to approve the full fund request amount of \$31,500, seconded by Kramer and then amended by Kramar for DATC to receive a copy of the 3 year land lease showing Madtown BMX as the tenants, motion carried with Kramar opposing.

#### Farm Technology Days 2015

- Heidi Johnson presented a funding request on behalf of Farm Technology Days asking for DATC to become a Bronze Level Sponsor for \$5,000. Farm Technology Days is a three day annual event which will be held in Dane County August 2015. With 600 exhibitors and an estimated 60,000 attendees this event will benefit the DeForest Area and our 6 hotel properties. Motion was made by Smith to approve the Bronze Level Sponsorship for \$5,000, seconded by Kramar, motion carried.

#### Thursday Tourism Trivia

- Moll has started this initiative each Thursday to post a trivia question to the DATC Facebook page; the first person to comment with the correct answer wins either a gift card to a local business or DATC promotional items. Moll is asking for \$50 per month to be used on Facebook advertising and prize expenses, motion was made by Smith to approve Thursday Tourism Trivia for \$50 each month, seconded by Ayers, motion carried.

#### Madison & Vicinity Visitors Guide

- The Madison & Vicinity Visitor Guide is a custom publication by Madison Magazine, this exclusive hard-cover guest book for Madison's premier hotels is in over 8,000 guest rooms including Comfort Inn & Suites- DeForest, Super 8-Windsor and Token Creek Eco-Inn. Motion was made by Olesen to approve a 2/3 page ad in the 2015 Madison & Vicinity Visitors Guide for \$3,875 which will include DeForest Area Community calendar of events, hotel logos and the DeForest Area Chamber of Commerce website, seconded by Ayers, motion carried.

### Other Business

**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 11:01 a.m.

**Next Meeting: Monday, October 20, 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*