

**DEFOREST AREA TOURISM COMMISSION  
MINUTES  
Monday, April 20, 2015 @ 10:00 a.m.  
Chamber of Commerce Office, DeForest, WI 53532**

**Call to Order and Roll Call** – Chairperson Stravinski called the meeting to order at 10:00 a.m.

**Board Members Present** – Bruce Stravinski, & Jean Schneider.

**Others Present** – Carla Minsky, Corrie Hoffman.

**Approval of Minutes** – A motion to approve the minutes of March 16, 2015 made by Schneider, seconded by Stravinski. Motion carried.

**New business**

**Open Mail** – Mail was opened, no action taken.

**Windsor Baseball Sign Request** – Motion by Schneider to not participate in Windsor Baseball sign request, seconded by Stravinski. Motion carried.

**Directional Signs for Area Lodging Establishments** – Motion by Stravinski to spend up to \$1,100.00 on Directional signs at Highway 19 and Portage Road for Token Creek Eco-Inn, seconded by Schneider. Motion carried.

**Madison Magazine Invoice** – Motion by Schneider to table until next meeting, seconded by Stravinski. Motion Carried.

**Old Business**

**Contracting and Planning with Marketing Consultant** – A marketing planning session was led by Carla Minsky of Armadillo Marketing. Board members Bruce Stravinski and Jean Schneider participated along with Corrie Hoffman from the Village of DeForest.

**Contracting with Local Designer for Web Site & Logos** – No action taken.

**Transfer DATC Telephone Number** – No action taken.

**Chamber Contract** – Stravinski to work with the Chamber and bring a draft contract for the remainder of 2015 to the next meeting.

**Other Business**

**Any other business that would come before DATC** – None.

**Adjourn** – Motion by Stravinski to adjourn, seconded by Schneider. Motion carried. Meeting adjourned at 11:50 p.m.

**NEXT MEETING OF DATC: MONDAY, MAY 18, 2015, 11:00 A.M., CHAMBER OF COMMERCE OFFICE.**