

DEFOREST AREA TOURISM COMMISSION

MINUTES

Friday, June 19, 2015 @ 11:15 a.m.

Chamber of Commerce Office, DeForest, WI 53532

Call to Order and Roll Call – Chairperson Stravinski called the meeting to order at 11:15 a.m.

Board Members Present – Bruce Stravinski, Jason Kramar & Jean Schneider.

Others Present – Heike Compe

Approval of Minutes – Discussion of minutes to have Guy Gryphan cancel Clever Solutions as site administrator. A motion to approve the minutes of May 18, 2015 made by Schneider, seconded by Kramar. Motion carried.

Approval of Financials –

Bills & Invoices -Motion by Schneider to pay Armadillo Marketing Invoice #5-DAT 2015 in the amount of \$1,060.00 and the Century Link phone bill dated 5/21/2015 for \$81.52, seconded by Kramer.

Fiscal Reports – Compe was asked to prepare Income Statement with balance to share at monthly meeting.

Budget Report – no action taken.

New Business

Report on Town of Vienna Tourism Commission – Stravinski met with Shawn Haney, Town of Vienna Administrator. Haney stated Vienna is no longer using the Chamber office and that they have paid the phone bill. Haney also discussed that the Vienna Tourism Commission is looking at a new logo.

Old Business

Planning Process – Schneider discussed working with Carla from Armadillo Marketing on dog friendly places and secret hiking trails.

Website & Logos – Schneider shared logo, tree that will change with the seasons/hiking bag or backpack with heart beat (EKG line) underlining. Bag still needs work. Tagline: “Vacation Training Ground” to create tourism image of community. Many photos taken around community. Schneider turned in photo release forms to be filed here the Chamber by Compe. Schneider contacted many local businesses to provide text and photos of their business to be put on website, very little response back. Discussion of Carla to go to Town of Vienna meeting to invite them to join website. Motion by Schneider to allocate \$500 to trademark the “Vacation Training Ground”. Kramar to talk with Marsha Tesar regarding trademark. Stravinski seconded. Motion carried.

Directional Signs for Area Lodging Establishments – Schneider has contacted DOT but has not received much information. Brown sign with name and one arrow for two lane highways.

Transfer DATC Telephone Number – Kramar stated that the number could not be transferred to Ringto.com. More research needed.

Chamber Contract – Stravinski noted amendment “to meet during business hours” was removed from contract.

Kiosks – Schneider reported kiosks look in good shape, but desperately need cleaning and updated brochures, she shared pictures. Also reported that kiosks need to be moved, because of bad placement at locations. Suggestion to move Park and Ride kiosk to Pink Elephant, also to have kiosks on both ends of the trail. Schneider suggests that a contractor be hired to move kiosks and bolt down near front door of businesses (Ehlenbach’s and Mousehouse). Stravinski asked members to go look at kiosks and suggest new places like Linde Soccer Field and Norske Nook. Kramar

reported on new signage coming to village – lashing screens in the south gate area. Kramar also reported that discussion of moving Farmer’s Market back to Fireman’s Park in 4-6 years. Lack of parking main concern.

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 2:20 p.m.

NEXT MEETING OF DATC: MONDAY, JULY 20, 2015, 11:00 A.M., CHAMBER OF COMMERCE OFFICE.