

**DEFOREST AREA TOURISM COMMISSION
MINUTES
Monday, August 3, 2015 @ 11:00 a.m.
Chamber of Commerce Office, DeForest, WI 53532**

Call to Order and Roll Call – Chairperson Stravinski called the meeting to order at 11:05 a.m.

Board Members Present – Bruce Stravinski, Jean Schneider

Others Present – Guy Gryphan, Heike Compe

Website & Logos – Conference call with Amy, website designer from Waterfront Graphic Design. Preliminary view of website: Comments/suggestions:

Home Page: photos to scroll faster, more photos to be added, concern to view links when device is in portrait not landscape view, emphasize: Yahara River Trail –unique designated water trail, have more businesses “like” website when up and running.

Active & Fit: scroll more photos, add Cradle Hill Park bike trail and splash pad, Elmer & Edna Culver Conservancy, Edna & Elmer? Amy to check links to dog parks.

Foodie: add Sizzle Hut, Papino’s, Gus’ Diner, Timbers, A&W (?), Buck & Honey’s and Jet Room. Rude Lanes to be added to Active & Fit page. Photos: Sassy Cow, Windsor Breads and Mariners. Bruce to talk to Chad at Windsor Golf Course for pictures to add to website. Amy to add Rich Armstrong Photography photos from Dropbox to website and change Norske Nook to open Mid-October 2015.

Green Lodging: Token Creek Eco-Inn B&B, KOA campground, Token Creek campground. Amy to make Super 8 prominent and add link under Nice & Easy.

Shop Local: remove Casey General Store, add Dollar Store, Always in Bloom, Norski Consignment? Hot Air Balloon Rides – discussion as to under which page it belongs.

Pet Friendly: add Meyers Animal House, Token Creek Vet? Add more photos! Jean to check with Lodi Vet for more pet photos. Trails linked on right side of page.

Local Events: add Winterfest, Token Creek 4th of July and Movies in the park.

Day Trips: add Children’s Museum & Henry Vilas Zoo (Madison) –kid events. Amy said they are working on integrating more photo’s with city and events by adding an accordion/drop down tab.

Visitor Guide: Pinkie – change Citgo to Shell gas station. Add picture of Ehlenbach’s Cow to go with visit Elephant-Mouse-Cow link. Another point of interest to add, Token Creek Cemetery, especially around 4th of July/summer.

Bills & Invoices – Motion by Schneider to approve payment of invoices: Armadillo Marketing for \$520 and Waterfront Graphic Design for \$1,690, and the balance of Rich Armstrong Photography for \$400. Stravinski seconded, **Motion Approved**

Gryphan explained that the Clever Solutions invoice from May/June had not yet been paid. **Motion** by Stravinski to approve payment, Schneider seconded. **Motion Approved**

Motion made by Schneider to have checks pre-made ready to sign, Stravinski seconded. **Motion not brought to vote** as discussion came from concerns Gryphan had about writing checks that had not yet been approved.

Norske Nook Fund Request – tabled for next meeting

Facebook – tabled for next meeting

Other Business

Any other business that would come before DATC – Terms and Conditions of Engagement from attorney, Whyte Hirshboeck Dudek S.C., in connection with the registration of a trademark was received in the mail. The DATC tagline: “Vacation Training Ground” and any part of logo to be trademarked. Discussion to have an estimated total bill, not just an hourly rate presented. Schneider to contact Kramer with concerns. Contract at Chamber office for Kramer to sign.

Fiscal Reports – Gryphan gave financial report:

Checking Account \$26,133

Money Market Account: \$24,046

CD: \$5477

Also, noted that Town of Vienna paid for phone bills the month of March and June. DATC paid the other months of the year.

Budget Report – no action taken.

Adjourn – Motion by Stravinski to adjourn, seconded by Schneider. **Motion carried.** Meeting adjourned at 12:45 p.m.

NEXT REGULAR MEETING OF DATC: MONDAY, AUGUST 17, 2015, 11:00 A.M., CHAMBER OF COMMERCE OFFICE.