

**DEFOREST AREA TOURISM COMMISSION
MINUTES
Friday, September 4, 2015 @ 11:00 a.m.
Chamber of Commerce Office, DeForest, WI 53532**

1. **Call to Order and Roll Call** – Chairperson Stravinski called the meeting to order at 11:10 a.m.

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

Others Present – Guy Gryphan, Heike Compe

2. **Bills & Invoices**

Motion by Schneider to pay Waterfront Graphic Design, Invoice # 12005 for \$450.00. Kramar seconded. **Motion approved.**

Motion by Kramar to pay Waterfront Graphic Design, Invoice # 12028 for \$1,500.00 and Final Payment. Schneider seconded. **Motion approved.**

Motion: by Stravinski to pay Armadillo Marketing, Invoice #8-DAT 2015 in the amount of \$1,420.00. Schneider seconded. **Motion approved.**

Motion by Schneider to pay Century Link phone bill dated 8/21/2015 for \$84.57, seconded by Stravinski. **Motion approved.** Discussion to leave CenturyLink.

Motion by Kramar to pay DACC the monthly contract services for June: Invoice# 5255 for \$240.00, July: Invoice# 5256 for \$240.00 and August: Invoice #5257 for \$240.00. Schneider seconded. **Motion approved.**

Discussion of what to do with the many promotional items that are now outdated since the Tourism commissions divided. Brochures are to be recycled as the website has changed, along with future change in the DATC telephone number. Fabric grocery bags will be given to Food Pantry. Stravinski to give to Linda Green. Other promotional items will be kept to use as giveaways for upcoming community events. Banners and Amoeba Wall to be repurposed with new DeForest-Windsor Logo.

3. **Norske Nook Fund Request**

Motion by Schneider to approve \$1,000 donation to the Norske Nook Restaurant Monument Sign. Kramar seconded **Motion approved.**

Discussion to note that 15% of the DATC budget was given for this request. Discussion to post new website on Norski Nook sign www.VisitDeForestWindsor.com, along with request of placement of DATC fliers/brochures in the Norski Nook's inside stand.

4. **Website and Logos**

Website almost ready to launch, hopefully, right after Labor Day weekend. Complications in the photo galleries and other areas of the website has led to ending the services of Waterfront Graphic Design. A recommendation by Carla from Armadillo Marketing to have Ben Bannow, of Wilderness Resort Marketing, to correct the problems and get the website up and running.

Motion by Kramar to pay Ben Bannow, \$400 for his services to correct the website issues. Seconded by Schneider. **Motion approved.**

5. **Facebook**

Moving on and DeForest-Windsor Tourism will create its own Facebook page. Need to work together with Vienna Tourism to promote the area.

6. Other Business

Motion by Kramar to approve legal fees up to \$2000.00 to trademark the new tourism logo phrase "Vacation Training Ground" and "heartbeat" (picture). Seconded by Schneider. **Motion approved.**

Discussion of possible new request for funding coming from the Norksi Soccer Club to pave the parking lot out at Linde Fields. Discussion of the Town of Windsor plans for baseball diamonds out there as well.

Discussion of new meeting time for the DATC to be the second Wednesday of the month at 11 am at the DeForest Area Chamber of Commerce Office, 201 DeForest Street, DeForest, WI 53532

- 7. Adjourn – Motion** by Kramar to adjourn. Seconded by Schneider. **Motion approved.**
Meeting adjourned at 12:25 p.m.

Next meeting of the DATC will be on Wednesday, October 7, 2015 at 11:00 A.M. held the DeForest Area Chamber of Commerce Office, 201 DeForest Street, DeForest, WI 53532

Submitted by: Heike Compe, Administrative Assistant, Deforest Area Chamber of Commerce