

**DEFOREST AREA TOURISM COMMISSION
MINUTES**

**Wednesday, December 2, 2015 @ 11:00 a.m.
Chamber of Commerce Office, 201 DeForest Street, DeForest, WI 53532**

1. Call to Order – Stravinski called meeting to order at 11:06am.

Members present: Bruce Stravinski, Jean Schneider, Jason Kramar, Guy Gryphan and Heike Compe

Guest Speaker: Jeff Miller, Director of Wisconsin Elite Girls Basketball Club

2. Jeff Miller, gave the DATC a summation of the 2015 tournaments held in DeForest and Waunakee. The Spring Shootout in May had teams from all over the Midwest (WI, MN, IA, IL, MI & IN) hosting 4800 people in the area, the local hotels in the Town of Vienna were sold out. Plans for 2016 tournaments already set with advertising of area hotels to accommodate players and fans. Miller stated WI Elite would promote Tourism events and features in our area communities on their website. DATC to contact Miller in February by email with listings. DACC will let restaurants know dates of the tournaments, so they can plan staffing accordingly. Spring Shootout: May 21-22, 2016 and Hardwood Classic: June 23-24, 2016.
3. **Motion: by Kramar to approve minutes from November 4, 2015, seconded by Schneider. Minutes approved.**
4. Approval of Financials:
 - A. Invoices: Benjamin Bannow, for website analytics = \$250. Monthly Contract Services to Chamber for September-October-November=\$720. **Motion to approve payment of invoices by Kramar, seconded by Schneider. Motion approved.**
 - B. Financial Statement: Looking at Profit and Loss statement, questioning the Income categories: Services and Tourism Room Tax. Stravinski and Gryphan to look into the accounting in QuickBooks and correct.
5. New Business
 - A. **DATC Budget:** (handout) discussion to keep contract with the Chamber the same for 2016. **Motion by Schneider to approve 2016 Budget, seconded by Kramar. Budget approved.**
 - B. **Membership:** Discussion to bring Gryphan onto DATC with voting privileges. Looking for at least five member committee with municipality reps, hotel reps and possible business reps. Stravinski & Schneider to attend the Town of Burke Town Meeting to talk about the plans of the DATC in 2016 and show Burke the new website. Compe to post notice of a walking quorum of the DATC will be at Town of Burke meeting on Wednesday, December 16, 2015 at 6pm.
By-laws to be added for review to the January 2016 agenda.
 - C. **Kiosks:** Parks and Recreation Department grateful to DATC for donation of the kiosks.
 - D. **Advertising:** Market a one page flier with stats of how many people visit/stay in our area annually. Discussed marketing that DATC is "Looking for Events" to sponsor in the area. Gryphan to reach out to Executive Director in Sparta to come talk with committee about how they do things in their community. Gryphan also to ask Norske Nook to add Tourism website to their sign. **www.VisitDeForestWindsor.com**
 - E. **Trademark:** no report

6. Old Business
 - A. State Room Tax Law and recent Legislative changes: no report
 - B. Website & Photography: no report
 - C. Facebook: Compe to get "Likes" from community businesses, municipalities & DASD. Discussion on a Like campaign –with the one who shares the most to receive coupon for Norske Nook. Gryphan to promote webpage at next DACC Board of Directors meeting.
7. Any Other Business that would come before the DATC – none
8. Adjourn: **Motion to Adjourn by Schneider, seconded by Stravinski. Adjourned at 12:50pm.**

Next DATC meeting to be held on Wednesday, January 6, 2016 beginning at 11:00am at the DeForest Area Chamber of Commerce, 201 DeForest Street, DeForest, WI 53532

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