

**DEFOREST AREA TOURISM COMMISSION MINUTES**  
**Wednesday, January 6, 2016 @11AM**  
**Chamber of Commerce, 201 DeForest Street, DeForest, WI 53532**

- I. Call to Order – Stravinski called meeting to order at 11:25AM  
Members present: Bruce Stravinski, Jean Schneider, Guy Gryphan, Heike Compe.  
Absent: Jason Kramar
- II. Approval of Minutes from December 2, 2015. **Motion by Stravinski, seconded by Schneider.**
- III. Approval of Financials
  - A. Bills & Invoices: Monthly Contract Services to Chamber for December 2015 for \$240.  
**Motion by Stravinski to approve payment, seconded by Schneider.**
  - B. Financial Statement –no action
- IV. New Business
  - A. By-Laws – tabled, to be retyped
  - B. Membership –Gryphan to reach out to Tony Sobczak, from Mousehouse Cheesehaus and invite to next DATC meeting in February.
  - C. Advertising/Marketing
    - i. Madison Travel Ad –tabled until structure of DATC is better known. Schneider offered Silent Sports Magazine, Milwaukee & Chicago area advertisement, WI Public Radio ads and Discover WI to be the best places to reach demographics, as was presented by Carla Minsky, Armadillo Marketing, in draft of *DeForest Windsor Tourism: Advertising Strategies for 2016 and Beyond on 10-22-2015.*
  - D. Trademark: Engagement letter –Compe will call and follow up on status
- V. Old Business
  - A. State Room Tax Law and recent legislative changes –nothing at this time.
  - B. Website & Photography –hold off on proposal from Minsky. Schneider to ask Minsky to list needs of website, and get quote for services for three written articles by Minsky for DATC website. Schneider will contact Rich and request to take photos.
  - C. Facebook –Compe to post new picture weekly and request likes.
  - D. SEO/website –Schneider to contact Ben Bannow regarding website and Google analytics. Need to link Villages to DATC website.
- VI. Any other business – none
- VII. Adjournment– **Schneider motioned to adjourn at 12:07PM, Stravinski seconded.**

Next DATC meeting to be held on Wednesday, February 10, 2016 at 11am at the DeForest Area Chamber of Commerce, 201 DeForest Street, DeForest, WI 53532

Submitted by Heike Compe, Administrated Assistant, DeForest Area Chamber of Commerce