

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

MEETING: **GERMANTOWN TOURISM COMMISSION**

DATE AND TIME: **MONDAY, February 4, 2019 5:30 p.m.**

LOCATION: **Village Hall Conference Room A
N112 W17001 Mequon Road**

- I. **CALL TO ORDER:** This meeting has been given public notice in accordance with Wisconsin Statutes, Section 19.83 and 19.84 in such form that will apprise the general public and news media of subject matter that is intended for discussion and action.
- II. **ROLL CALL:** Chair Trustee Hughes, Members Adair, Grgich, Merry, Rahl, and Rogers.
- III. **CITIZEN INPUT/PUBLIC APPEARANCE:**
Please be advised per §19.84(2), information will be received from the public. It is the policy of this municipality that there be a three (3) minute time period, per person, with time extension per the Chief Presiding Officer's discretion; be further advised that there may be limited discussion on the information received, however, no action will be taken under public comments. (15 minutes)
- IV. **APPROVAL OF MINUTES:** January 2, 2019 meeting.
- V. **OLD BUSINESS:**
 - A. None.
- VI. **NEW BUSINESS:**
 - A. Request for Funds: Kiwanis Breakfast with Santa.
 - B. Request for Funds: EM Marketing Company.
 - C. Review of Financial Report.
 - D. Germantown Tourism Marketing Coordinator Report including website update.
 - E. Set Future Community Agenda with Vision Points for the Advancement of Tourism of Germantown.
- VII. **NEXT MEETING:** Set Date for Next Meeting.
- VIII. **ADJOURNMENT:**

UPON REASONABLE NOTICE, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service please contact the Village Clerk at (262)250-4740 at least 2 days prior to the meeting.

Notice is given that a majority of the Village Board may attend this meeting to gather information about an agenda item over which they have decision making responsibility. This may constitute a meeting of the Village Board per State ex rel. Badke v. Greendale Village Board, even though the Village Board will not take formal action at this meeting.

GERMANTOWN TOURISM COMMISSION

Meeting Minutes for January 2, 2019

No one was available to unlock the door to Village Hall to access the Conference Room. At 5:35pm I left a note on the outside door indicating the meeting moved to the Germantown Library. We were able to use one of the study rooms in the library for our meeting.

- I. Meeting Call to Order:
5:45pm the meeting was called to order by Judy Rogers, Vice Chair.
- II. Roll Call:
Present: Adair, Grgich, Merry, Rogers, Elaine Motl
Absent: Hughes, Rahl
- III. Approval of Minutes:
Minutes from the December 5, 2018, meeting were approved on a motion by Merry, second by Adair. Approved unanimously.
- IV. Old Business: none
- V. New Business:
 - a. Casey Lalko: Request for Funds for St. Bonifest Events. No one attended to make this presentation. No action taken.
 - b. Review of Financial Balance
 - i. A report was provided in the commission packet.
 - ii. One correction should be made: the 9/10/18 disbursement would have been to Washington County Convention & Visitors Bureau rather than Washington County Economic Dev.
 - iii. Missing from this report (and not known by the Finance Director) are requests that have been approved but not yet disbursed i.e. Breakfast with Santa, website development and maintenance costs, outside marketing agent cost, etc...
 - iv. Judy Rogers agreed to put together a budget for the Tourism Commission for 2019.
 - c. Set Future Community Agenda
 - i. It was decided a better name for this agenda item should be: Germantown Tourism Marketing Coordinator Report and will be included on every agenda.
 - ii. Elaine Motl addressed items based on her January and working toward February timelines:
 1. **Website:** she has talked to a webmaster about the design for a website specifically for www.visitgermantown.com A basic site of four tabs: Overview of Germantown, Hotels, Events, Other.
 2. The Tourism Commission has **professional photos** from two community events. Elaine will make requests for any available photos from the other major events held in Germantown.
 3. The homepage on the website will be just on Germantown. It should answer the question, Why would you want to visit?
 4. The Tourism Commission should obtain a user agreement from the Village of Germantown to use their **logo** and add a small

identifier: Tourism Commission. Elaine will follow-up with the Village Administrator for the proper channel for this.

5. Eventually, the Tourism Commission website should be linked on the Village website, as well as the hotels, etc...
6. Elaine will schedule a meeting with all **Hotel sales representatives** in January.
7. The Commission determined a **Public Information meeting** about the funding process of the Tourism Commission is in order. Everyone gets the same information; one-on-one meetings can be scheduled afterwards to address specific event needs.
8. The Commission will reach out to the community to attract new users of these funds as well as previous applicants.
9. Elaine will **review the current application form** before the Public Information Meeting to make sure it contains the information she needs to determine not only the proper use of the funds, but also possibly allow her to identify additional opportunities not realized by the event organizer.
10. There should be a step-by-step order listed so the applicant knows how and when to apply ie:
 - a. Complete application for funds so many months prior to event (length of time before event)
 - b. Application is reviewed by Marketing Coordinator to make sure applicant receives the most promotional funding available.
 - c. The Marketing Coordinator will ask the Clerk to add your request to a meeting agenda at which you will need to be present.
 - d. Etc...
11. Lynn will create a list of contact information for previous applicants. We should also look for new potential users of these funds.

- VI. Next Meeting Date: Wednesday, February 6, 2019, 5:30pm
- VII. Meeting Adjourn: 7:00pm

Respectfully Submitted,
Lynn Grgich, Secretary

Tourism Hotel/Motel Room tax 6%

Germantown Hotel/Motels

2015 Roll over amount	51,372.00
2016 Budget	<u>35,429.33</u>
	86,801.33

**Best Western
Country Inn & Suites
Holiday Inn
Super 8**

2016 Payments

6/10/2016 Kettle Moraine Moose Lodge	1,015.60
7/10/2016 Kiwanis of Gtown July 4th	2,500.00
7/25/2016 Kettle Moraine Moose Lodge	100.00
8/10/2016 American Legion Welcome Home	2,500.00
8/10/2016 American Legion Huey	2,500.00
8/10/2016 American Legion Vietnam Era	2,500.00
8/10/2016 American Legion Moving Wall	2,500.00
8/10/2016 Imagination Therare Musical	2,500.00
9/25/2016 Washington County Tourism	8,000.00
10/25/2016 Women of the Moose - Eastern KM #1578	498.20
11/10/2016 Germantown Historical Society	1,692.53
11/25/2016 Kiwanis of Gtown July 4th	360.00
12/31/2016 Germantown Historical Society Oktoberfest	2,500.00
12/31/2016 Kiwanis Club Santa Breakfast	1,800.00
12/31/2016 Chamber of Commerce Candy Cane	1,000.00
12/31/2016 Chamber of Commerce Christmas	<u>2,500.00</u>

34,466.33

Balance	End of 2016	52,335.00
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2017

2016 Roll Over Amount	52,335.00
2017 allotment	<u>65,560.10</u>
	117,895.10

2017 Payments

8/10/2017 Allied Digital	717.22
8/25/2017 Deuschtdadt Heritage Mai Fest	2,500.00
9/10/2017 Kiwanis July 4	228.00
9/25/2017 Kiwanis Arts Pavilion	10,000.00
11/10/2017 Gtown Historial Soc. Oktoberfest	1,890.73
11/10/2017 Washinton County Tourism	8,000.00
12/10/2017 Gtown Chamber 5K Run/Walk	1,000.00
12/25/2017 Gtown Chamber Christmas Parade	<u>1,043.04</u>
	25,378.99

Tourism Hotel/Motel Room tax 6%

Balance	End of 2017	92,516.11
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2018

2017 Roll Over Amount	92,516.11
2018 Budget	<u>78,040.29</u>
	170,556.40

*** Amount to be retained by Village for 2018** 221,432
Amount to date received from H/M through 4thqtr 299,473

2018 Payments

3/10/2018 Kiwanis Santa Breakfast (2017)	1,800.00
9/10/18 Washington County Economic Dev	8,000.00
9/25/2018 Moose Lodge	33.82
10/10/2018 Minuteman Press	65.66
10/10/2018 Domain name registration	72.85
11/25/2018 Historical Society Oktoberfest	1,729.00
12/25/2018 Thew's Photo	<u>200.00</u>
	11,901.33

2018 Tourism Amount 78,040

Balance	End of 2018	158,655.07
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EM Marketing Company

361-947-5235

emmktg@aol.com

Invoice # 19 - EMM - 2

To: Germantown Tourism Commission

<u>Date</u>	<u>Description</u>	<u>Amount</u>
2/1/19	Contract services for January, 2019 30 hours x \$35 per hour	\$ 1,050.00
TOTAL DUE:		\$ 1,050.00

Please mail payment to:

EM Marketing Co, 1621 Tumbleweed Circle, West Bend, Wisconsin, 53095

Thank You!!