

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

MEETING: **GERMANTOWN TOURISM COMMISSION**

DATE AND TIME: **WEDNESDAY, SEPTEMBER 5, 2018 6:00 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:** Hughes, Members Adair, Ciarro, Grgich, Merry, and Rogers
- III. **APPROVAL OF MINUTES:** July 31, 2018 meeting
- IV. **NEW BUSINESS:**
 - A. Discussion of Tourism Marketing Plan and Tourism Promotional Brochure.
 - B. Request for Funds, EKM Moose Lodge, Wisconsin Moose Lodge Association Corn Hole Tournament, September 29th, 2018.
 - C. Review of Financial Balance.
- V. **NEXT MEETING:** Set Date for Next Meeting
- VI. **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 July 31, 2018

1. Meeting Called to Order:

6:00pm by Jeff Hughes, Chairperson of the Tourism Commission

2. Members Present:

Hughes, Adair, Grgich, Merry, Rogers

Absent: Ciurro

3. Change in order of Agenda: A motion was made to switch agenda items IV. A & IV. B; moved by Rogers, second by Adair, Motion passed: 5 Ayes; 0 Nos

3. Approval of Minutes: Minutes from the June 7, 2018 meeting was approved on a motion by Merry; second by Adair. Motion passed: 5 Ayes; 0 Nos

4. New Business:

A. Request for funds of \$8,000 for Visit Washington County, presented by Elaine Motl

- a. Tourism revenue in Washington County increased again this past year
- b. Visit Washington County increased their advertising budget
- c. The organization is implementing a new marketing plan starting in 2018
- d. Key Milwaukee has been picking up/promoting more Washington County events
- e. Visit Washington distributes 60,000 visitor guides annually. They are at key information/rest areas at the state border.
- f. They placed ads in Travel Wisconsin (the state tourism magazine and website), Wisconsin Sportsman Magazine.
- g. They will continue to target the golf market for 3 years as follow-up to the US Open.
- h. Visit Washington County has also been targeting the business meeting market as new sources of overnight visitors. Ads are being placed in Midwest Meeting Guide Book. Since business planning is 2-3 years in advance, revenue may not be realized immediately.
- i. Elaine was asked what more Visit Washington County could do for Germantown.
 - i. Elaine indicated her job makes her expertise in tourism available to us.
 - ii. She suggested a workshop to educate the commission on tourism; possibly bring in a tourism specialist. There would be no fee for this service.
 - iii. Involve the Chamber Visitor Center
 - iv. Help local event organizers understand tourism and how to use/apply for funds. They need to determine if they want to keep the focus of their event local or are willing to expand

It was noted there are two different avenues here for funds:

1. The Commission marketing Germantown
2. Local groups marketing their events

- v. Both can be served with these funds.
- vi. If the Commission would be interested in marketing services for Germantown, Elaine would put together a proposal and fee schedule.

Rogers moved to approve \$8,000 for 2018 to Visit Washington County; second by Grgich. Motion carried: 5 Ayes; 0 Nos.

- B. Discussion of Procedural Guidelines and Revisions of Application for Funds and Guidelines Form.
 - a. The list of Reimbursable and Not Reimbursable items along with the FAQ from the June meeting will be assembled into an informational piece to accompany the application for funds.
- C. Review of Financial Balance
 - a. It was noted that there is nothing wrong with saving funds; there is no sunset on when balance needs to be used.
 - b. At a substantial balance funds could be used toward a building that would provide a draw

5. Next Meeting: not set

6. Adjournment:

The meeting was adjourned by Chairperson Hughes at 7:25pm.

Respectfully Submitted by:
Lynn Grgich
Secretary

We are here to help you Grow your Event and bring New Visitors to Germantown

The Village of Germantown Tourism Commission is funded completely by room taxes that are paid by guests staying at the hotel/motel lodging facilities in the Village of Germantown. There are **NO** local property or other taxes designated for use by the Commission.

The Tourism Commission is established by state legislation which specifically requires that the funds be used for tourism promotion and development that is likely to generate paid overnight stays at these local hotels. This is defined as:

- a) Marketing projects, including advertising media buys, creation and distribution of printed or electronic promotion materials, or efforts to recruit conventions, sporting or motorcoach groups.
- b) Transient tourist informational services
- c) Tangible municipal development including a convention center

Note: All promotional activities must prominently acknowledge “Sponsored in part by Village of Germantown Tourism Commission” or similar, pre-approved verbiage

Reimbursable Expenses

Marketing projects (advertising and media buys that are non-Germantown focused).

These may include but not be limited to:

- *Newspaper-distributed ads or pre-printed inserts*
- *Local television/radio advertising*
- *Social media advertising*
- *Billboards*
- *Handouts used at outside-related events*
- *Direct mail pieces*
- *Trade show booth space and materials*
- *Participation in regional, out-of-area tourism promotion activities*
- *Expenses involved in obtaining live, remote television/radio broadcasts*

We encourage event planners to look to Madison, the Fox Valley, Chicago, etc... for advertising. Suggestions: radio, TV, billboards, print advertising outside “area” of Germantown, digital, etc.

Not Reimbursable Expenses

- *Germantown-specific advertising and promotion*
- *Signage and banners at the site.*
- *Germantown lawn signs*
- *Wearables*
- *Placemats*
- *Giveaways (trinkets, gift bags, pens, cups, mugs, et al)*
- *Facility enhancements*
- *Port-a-johns*
- *Featured entertainment*
- *Tents*
- *Parade entries*
- *Commemorative merchandise*
- *Trophies or other awards items*
- *Local beautification projects*

Frequently Asked Questions•

- *Who can receive financial support from the Tourism Commission?*
Any Germantown-based organization or event sponsor hosting a public event that draws visitors to Germantown.
- *Can I come in and talk to the commission before applying for funds?*
Yes, you are encouraged to do so. Contact the Village Clerk's office to get on the agenda, 262-250-4740.
- *How often does the Commission meet?*
Typically monthly, or when there are a number of requests to be considered. There is no regular meeting calendar.
- *Do I need to attend a Commission meeting?*
Yes. A representative of the sponsoring organization must be present at the meeting at which the request is considered.
- *How far in advance of my event should I apply for funds?*
We suggest 3-4 months as a minimum. The earlier funds are approved the earlier the organization can properly plan its promotion program.
- *Can I apply for funds after the event?*
No. All applications for reimbursement must be applied for and approved in advance.
- *Can I use the funds to advertise in Germantown?*
No. While there may be overlap into the Germantown community (e.g newspaper, radio, television ads), the primary focus must be toward audiences outside the village.
- *How will my group be reimbursed?*
Upon completion of the approved event, a request for reimbursement, along with copies of all appropriate invoices, must be presented at the office of the Village Clerk. A reimbursement check will be sent from the Village Treasurer.

For further information contact the Village Clerk's office at 262-250-4740

**Village of Germantown
N112W17001 Mequon Road, PO Box 337
Germantown, WI 53022**

Village of Germantown Tourism Commission

(logo)

**Helping bring
visitors
to
Germantown**

GERMANTOWN TOURISM COMMISSION
REQUEST FOR FUNDING
CALENDAR YEAR: 2018

Funds may be requested by groups for Tourism Projects (projects or events that will bring visitors to the Village of Germantown).

GUIDELINES

- Funds shall be used for the following to promote tourism or lodging in the Village:
 - Marketing projects, including advertising media buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motor coach groups.
 - Transient tourist informational services.
 - Tangible municipal development.
- All funds are to be used within 12 months of approval.
- All receipts must be submitted to the Village Clerk within 60 days of approval or of the day of the event for reimbursement. (Washington County Convention and Visitor's Bureau may submit their current budget [revenues/expenses] as acceptable proof of expenditures to validate their claim for reimbursement.) Failure to submit receipts within 60 days of approval or of the day of the event shall result in a forfeit of funding.
- Upon approval, any advertising and projects must display: "Sponsored in part by Village of Germantown Tourism Commission."
- A representative from your organization must be present at the Germantown Tourism Commission meeting when funds are requested. A notice will be sent out in advance of the date, time, and location of the meeting.

-
- Group Name: EKM Moose Lodge Germantown
Mailing Address: W198 N10217 Appleton Ave Germantown, WI 53022
 - Responsible person's name: Anita Hauner Phone No: (414) 588-5345
 - Amount requested: not to exceed \$350.00 E-mail Address: Anitahr77@gmail.com
 - Date by which funding is desired: September 29th 2018

Please complete this form in its entirety. Also, please submit an itemized estimate for the full project for approval. Upon completion of the project, receipts submitted will be matched against the detail costs to verify the final expenditure.

Event or project description: (Please provide details regarding your event or project)

Wisconsin Moose Assoc. Corn hole tournament includes all 32 lodges in Wisconsin to participate at EKM moose lodge Germantown

How will your event promote tourism to Germantown or generate overnight stays at hotels in Germantown?

Moose members come from all over the state list of lodges attached and members stay at hotels in our area & we do provide shuttle service to & from hotels

**WISCONSIN MOOSE ASSOCIATION CORN HOLE TOURNAMENT
EASTERN KETTLE MORAIN (EKM) #1238**

SEPTEMBER 29TH, 2018

SIGN UP DEADLINE IS SEPTEMBER 22ND, 2018

TEAMS MUST BE ONE MALE AND ONE FEMALE MOOSE MEMBER

\$12.00/PER PERSON ENTRY FEE \$24.00/PER TEAM

TEAM NAME _____ LODGE# _____ \$ _____

LOOM _____ WOTM _____

TEAM NAME _____ LODGE# _____ \$ _____

LOOM _____ WOTM _____

TEAM NAME _____ LODGE# _____ \$ _____

LOOM _____ WOTM _____

TEAM NAME _____ LODGE# _____ \$ _____

LOOM _____ WOTM _____

TEAM NAME _____ LODGE# _____ \$ _____

LOOM _____ WOTM _____

PAYMENT CAN BE MADE THE DAY OF THE TOURNAMENT.

MAIL FORM TO SCOTT BLANK

1130 KENWOOD STREET GREEN BAY, WI 54304

EMAIL TO INDSCPR14@YAHOO.COM

TEXT (920)217-3626

CHARLESTON No. 1444
 2805 KAWAUNA BLVD E
 HUNTINGTON, WV 25301-1727
 (304)252-3001
 FC, CH

CLARKSBURG No. 82
 150 W MAIN ST
 CLARKSBURG, WV 25301-2914
 (304)822-6551, (304)822-9122
 CH

CLARKSBURG No. 2189
 RT 2 BOX 78
 DANVILLE, WV 25823-9903
 (304)959-9066, (304)959-1746
 CH

ELKINS No. 375
 112 DAVIS AVE
 ELKINS, WV 26241
 (304)637-4211, (304)636-9824
 CH

FARMINGTON No. 9
 100 FARMINGTON AVE
 FARMINGTON, WV 26534-2816
 (304)956-2790, (304)953-9820
 CH

FOLLANSBEE No. 205
 703 MAIN ST
 FOLLANSBEE, WV 26037
 (304)527-0733, (304)527-0733
 CH

FRAZIER No. 789
 229 MILL ROAD
 FRANKLIN, WV 26037
 (304)556-2265, (304)556-2915
 CH

GRAFTON No. 2669
 1105 W MAIN ST
 GRAFTON, WV 26534
 (304)255-9663, (304)255-9663
 CH

HARRISTON No. 644
 601 N PERRY AVE
 HARRISTON, WV 26332
 (304)643-4713, (304)643-4713
 CH

HUNTINGTON No. 2686
 415 SECOND AVE
 HUNTINGTON, WV 25705
 (304)466-2361, (304)466-7361
 CH

HUNTINGTON No. 347
 531 9TH ST
 HUNTINGTON, WV 25701-2005
 (304)252-8003, (304)252-8003
 CH

KETCHUM No. 682
 570 S MARSHAL ST
 KEYSER, WV 26726-2927
 (304)798-3000, (304)798-3008
 CH

RELAND CREEK No. 2504
 LOGAN, WV 25601
 (606)747-5401
 CH

MAHAN No. 2636
 317 W MCCORDLAND AVE
 MAHAN, WV 25655
 (304)633-9024, (304)633-9024
 CH

MARTINSBURG No. 1344
 105 RAILROAD ST EAST
 MARTINSBURG, WV 25802
 (304)996-1673, (304)996-9814
 CH

MARTINSBURG No. 2230
 219 NORTH
 MARTINSBURG, WV 25464
 (304)799-7433, (304)799-7433
 CH

MARTINSBURG No. 129
 201 WOODBURY AVE
 MARTINSBURG, WV 25407-4807
 (304)253-6578, (304)253-6471
 FC, CH

MARTINSBURG No. 661
 151 BRIDGE ST
 MARTINSBURG, WV 25476
 (304)677-7903, (304)677-7903
 CH

MILLTON No. 2469
 1033 MAIN STREET
 MILLTON, WV 25541
 (304)743-1543, (304)743-1543
 CH

MORGENTHAU No. 308
 205 N MAIN ST
 MORGENTHAU, WV 26336-1130
 (304)538-6286, (304)538-6286
 CH

MORGANTOWN No. 254
 LITTLE NODAN CREEK ROAD
 MORGANTOWN, WV 26505
 (304)983-8790, (304)983-8790
 CH

MORGENTHAU No. 1887
 233 JEFFERSON AVE
 MORGENTHAU, WV 26301-1431
 (304)252-1060, (304)252-1060
 CH

MULLERS No. 739
 313 MORRIS AVE
 MULLERS, WV 25982-1428
 (304)294-7399, (304)294-7399
 CH

NEW MARTINSVILLE No. 591
 180 NORTH ST
 NEW MARTINSVILLE
 WV 26155-1935
 (304)453-3788, (304)453-4280
 CH

NETRO No. 585
 101 FIRST AVE
 NETRO, WV 25143-2165
 (304)755-9945, (304)755-0486
 FC, CH

OAK HILL No. 1664
 705 E MAIN ST
 OAK HILL, WV 25901-3034
 (304)659-9141, (304)659-9141
 CH

PARKERSBURG No. 1118
 617 4TH ST
 PARKERSBURG
 WV 26101-5121
 (304)422-5178, (304)422-3606
 FC, CH

LOGAN No. 514
 RT 10
 PECKS MILL, WV 26547
 (304)752-8719, (304)752-9719
 CH

POINT PLEASANT No. 731
 CHARLESTON RD RT 2
 POINT PLEASANT, WV 25550
 (304)975-4835, (304)975-1880
 FC, CH

PRINCETON No. 1821
 217 CENTER ST
 PRINCETON, WV 24740-2831
 (304)487-2494, (304)487-2495
 CH

RAMEBLE No. 1847
 805 MAIN ST
 RAMEBLE, WV 25962-1247
 (304)438-9002, (304)438-9002
 CH

CHARLES TOWN No. 948
 RT 9 WEST
 RANSON, WV 25343
 (304)725-5114, (304)725-5114
 FC, CH

RICHWOOD No. 778
 22 OAKFORD AVE
 RICHWOOD, WV 26261-1151
 (304)946-6163, (304)946-6163
 CH

RIPLEY No. 2482
 H C 80 BOX 69
 RIPLEY, WV 26217
 (304)377-3182, (304)372-1785
 CH

ROBERTS No. 1071
 H C 64
 ROBERTS, WV 26257
 (304)827-4292, (304)822-4292
 CH

LEWISBURG No. 2623
 810 WYOMING AVE
 RONCA VERTE, WV 24970
 (304)645-6255
 CH

SURBINGTON No. 929
 60 BRIDGE ST
 SURBINGTON, WV 26431-1440
 (304)952-0520, (304)952-9814
 CH

ST ALBANS No. 668
 7101 MAC CORNELL AVE SW
 ST ALBANS, WV 25117-2246
 (304)727-7092, (304)727-9072
 FC, CH

SUNNYSIDE No. 1038
 806 BRIDGE STREET
 SUNNYSIDE, WV 26551
 (304)872-6687, (304)872-6687
 CH

SUTTON No. 926
 204 W MAIN ST
 SUTTON, WV 26501-1013
 (304)765-4270, (304)765-5018
 CH

TERRA ALTA No. 1866
 113 E WASHINGTON AVE
 TERRA ALTA, WV 26154-1204
 (304)789-5917, (304)789-5917
 CH

ST MARTIN No. 2639
 504 51ST STREET
 VENONA, WV 26104
 (304)235-9858
 CH

WENTON No. 689
 3683-67 MAIN ST
 WENTON, WV 26095-5313
 (304)742-4100, (304)742-4107
 CH

WELCH No. 1894
 WELCH, WV 24601-6642
 (304)458-6773, (304)458-2816
 CH

WELLSBURG No. 1864
 444 MAIN ST
 WELLSBURG, WV 26070-1528
 (304)737-1800, (304)737-1552
 CH

WEST UNION - QUAKEN No. 2557
 RT 2 BOX 119 A
 WEST UNION, WV 26656
 (304)782-1500, (304)782-1500
 CH

WESTON No. 1318
 17 MAIN STREET
 WESTON, WV 26642-1942
 (304)289-1283, (304)289-9874
 CH

WILLIAMSON No. 1613
 53 WEST 2ND AVE
 WILLIAMSON, WV 26681-3605
 (304)235-3454
 CH

WISCONSIN
 APPLETON No. 387
 1216 E WISCONSIN AVE
 APPLETON, WI 54911-3663
 (920)724-9217, (920)724-9217
 CH

BELLOTT No. 191
 1886 GALT DR
 BELLOTT, WI 53111
 (608)362-5779, (608)362-9886
 CH

BLOOMERT No. 1877
 1890 9TH AVE
 BLOOMERT, WI 54724-1306
 (715)566-1304, (715)566-1304
 FC, WI, CO, CH

CHESTERFIELD FALLS No. 246
 2 BAY STREET
 CHESTERFIELD FALLS, WI 54729-2436
 (715)723-9225, (715)723-9225
 CH

LA CROSSE No. 1820
 182 WINDO AVE
 LA CROSSE, WI 54601-6788
 (608)789-2588, (608)789-2598
 FC, WI, CO, CH

MEMORISSA No. 268
 3003 30TH AVE
 MEMORISSA, WI 53144-1698
 (262)651-2631, (262)651-7031
 FC, WI, CO, CH

WASHINGTON No. 653
 900 W DURHAM ST
 WASHINGTON, WI 54151-1118
 (920)755-1030, (920)755-1030
 CH

JAMESVILLE No. 197
 2101 ROCKPORT ROAD
 JAMESVILLE, WI 53545
 (608)752-0008, (608)752-1817
 FC, WI, CO, CH

KANAWHA No. 653
 1076 BEA AVE
 HAWAII, HI 96743
 (715)827-6881, (715)824-6881
 FC, HI, CH

JAMESVILLE No. 197
 2101 ROCKPORT ROAD
 JAMESVILLE, WI 53545
 (608)752-0008, (608)752-1817
 FC, WI, CO, CH

KANAWHA No. 653
 1076 BEA AVE
 HAWAII, HI 96743
 (715)827-6881, (715)824-6881
 FC, HI, CH

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New Blue London

MADISON No. 1461
542 NORTHPORT DR
MADISON, WI 53704-1299
(608)249-1500, (608)249-1500
FC, RV, CG, CH

MARINETTE No. 2327
N 5233 E NETTLETON LANE
MARINETTE, WI 54143-9318
(715)732-1200, (715)732-4677
RV, CG, CH

JUNEAU COUNTY No. 1913
601 COLFAX ST
MAULSTON, WI 53948
(608)847-7833, (608)847-7833
FC, RV, CG, CH

MENDOTA No. 1584
720 19TH AVE
MENDOTA, WI 54751-3326
(715)235-2011, (715)235-2011
RV, CH

MILWAUKEE No. 49
5476 S 13TH ST
MILWAUKEE, WI 53221-4499
(414)281-4444, (414)281-5807
RV, CH

MONROE No. 754
639 THIRD AVE
MONROE, WI 53566-1023
(608)325-6585, (608)325-6585
FC, RV, CG, CH

MUSKEGO No. 1957
S86 W21693 JAMESVILLE RD
MUSKEGO, WI 53150
(262)662-2500, (262)662-2500
CH

RACINE No. 437
5530 MIDDLE RD
RACINE, WI 53402-1797
(262)639-3209, (262)639-3209
FC, RV, CG, CH

RICE LAKE No. 482
40 E NEWTON
RICE LAKE, WI 54868-1234
(715)236-2909, (715)236-2900
FC, RV, CG, CH

RIVER FALLS No. 594
620 N CLARK ST
RIVER FALLS, WI 54022
(715)425-9152, (715)425-9152
FC, RV, CG, CH

SAUKVILLE No. 1043
198 E GREEN BAY AVE
SAUKVILLE, WI 53080-1919
(262)284-2228, (262)284-2228
CH

WAUSAU No. 1576
6007 PRAIRIE ST
SCHOFIELD, WI 54476-4246
(715)359-5600, (715)359-5600
FC, RV, CG, CH

SHEBOYGAN No. 438
1811 GEORGIA AVE
SHEBOYGAN, WI 53081
(920)457-0800, (920)457-0800
FC, CH

STEVENS POINT No. 1572
1025 SECOND ST N
STEVENS POINT, WI 54481-1026
(715)344-3224, (715)344-3224
FC, RV, CG, CH

SUPERIOR No. 606
66 E 5TH ST
SUPERIOR, WI 54880-3043
(715)394-5421, (715)394-5421
RV, CH

THORP No. 688
207 N LINCOLN ST
THORP, WI 54771

WATERTOWN No. 838
1212 BUREAU ST
WATERTOWN, WI 53094-3330
(920)261-6458, (920)261-6458
CH

BURNETT COUNTY No. 1194
7330 HWY 70
WEBSTER, WI 54893
(715)349-5923, (715)349-5923
RV, CH

WEST ALLIS No. 1618
9405 W LINCOLN AVE
WEST ALLIS, WI 53227-2411
(414)947-3500, (414)541-3500
CH

WEST BEND No. 1398
1721 W CHESTNUT ST
WEST BEND, WI 53095-3015
(262)338-8122, (262)338-8122
FC, RV, CH

WISCONSIN RAPIDS No. 189
3140 LAKE AVE
WISCONSIN RAPIDS
WI 54484-5542
(715)423-4890, (715)423-4890
RV, CH

WYOMING

CASPER No. 1182
992 N POPULAR
CASPER, WY 82604
(307)577-5754, (307)577-5754

CHEYENNE No. 257
1019 S GREELEY HWY
CHEYENNE, WY 82007-3038
(307)638-2325, (307)632-9579
RV, CH

DOUGLAS No. 582
120 1/2 N 2ND
DOUGLAS, WY 82633-2127
(307)358-5359, (307)358-5359

GILLETTE No. 1957
2704 HACKATHORNE LANE
GILLETTE, WY 82716
(307)686-0212, (307)686-0212
CH

LARAMIE No. 398
409 S 3RD ST
LARAMIE, WY 82070-3625
(307)742-3629, (307)742-2988
CH

SHERIDAN No. 674
331 BROADWAY
SHERIDAN, WY 82801
(307)674-8373, (307)674-8373
CH

TORRINGTON No. 664
134 E 21ST ST
TORRINGTON, WY 82240-2818
(307)532-2988, (307)532-2988
CH

WHEATLAND No. 1636
608 8TH ST
WHEATLAND, WY 82201-2905
(307)322-2590, (307)322-2357
CH

← *Saukville 1043*
Saukville, WI
262-284-2228