

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

MEETING: **GERMANTOWN TOURISM COMMISSION**

DATE AND TIME: **THURSDAY, SEPTEMBER 27, 2018 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:** Hughes, Members Adair, Grgich, Merry, 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:** September 5, 2018 meeting
- V. **NEW BUSINESS:**
 - A. Request for Funds, Germantown Historical Society, Oktoberfest, September 29th and 30th.
 - B. Review of Financial Balance.
 - C. Potential Partnership with Park and Recreation Department.
 - D. Vision Points for the Advancement of Tourism in Germantown.
 - E. Set Future Community Agenda.
 - F. Discussion of Contracting with Outside Agent.
 - G. Review of Brochure.
 - H. Update on Hotel Representative.
- VI. **NEXT MEETING:** Set Date for Next Meeting.
- VII. **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 September 5, 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. Approval of Minutes: Minutes from the July 31, 2018 meeting was approved on a motion by Merry; second by Adair. Motion passed: 5 Ayes; 0 Nos

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

5. New Business:

A. Request for funds not to exceed \$350 for EKM Moose Lodge Germantown Corn Hole Tournament presented by Anita Hauner.

- a. Chairman Hughes indicated he contacted Anita upon reviewing the request about the Commission not being able to cover the trophies and DJ expenses based on the new guidelines we need to follow.
- b. Anita indicated this is a statewide event.
- c. The EKM Moose Lodge is looking ahead to other large tournaments such as a golf outing in July and a bowling tournament.
- d. The Moose organization does have statewide and national publications, which the commission encouraged her to pursue for advertising as this is the type of expense we can more likely approve.
 - i. It targets visitors from outside the area providing the potential for overnight stays.
 - ii. This will require the EKM Moose Lodge to seek out this information months prior to their event and bring it to a Tourism Commission meeting for consideration.
- e. Events are narrowly targeted to the Moose organization, but can draw from other Moose groups from around the state and country.
- f. The costs for mailing (copying and postage) which went out to other Moose organizations in Wisconsin and beyond, are allowable.

Rogers moved to approve \$36.00 for mailing costs for the EKM Moose Lodge's Wisconsin Moose Association Corn Hole Tournament; second by Grgich. Motion carried: 5 Ayes; 0 Nos.

B. Discussion of Tourism Marketing Plan and Tourism Promotional Brochure.

- a. First, Carroll Merry was thanked for his work on pulling information together to create this promotional brochure.
- b. The only change to be made: under Frequently Asked Questions, first bullet point answer, remove the word **public**, change a to **an event**.
- c. This brochure will be made available at Village Hall, the library and the Chamber office.
- d. It will also be the focus of an educational meeting planned for the community to explain how to use and apply for funds distributed by the Tourism Commission.

- e. Elaine Motl, Visit Washington County, was asked to talk to our Commission about a **Tourism Marketing Plan**.
- f. Elaine prepared a handout with a few basic topics for the Commission to consider:
 - i. Goals of the Tourism Commission; not discussed at this time
 - ii. Percentage of funding from Room Tax; this commission is responsible for oversight of funds collected from room tax and the percentages going to the municipality and the tourism commission budget.
 - 1. In order to do this, Hughes will ask the Village Finance Director to help us with the past several years' worth of data to understand the process.
 - 2. It is believed the Village of Germantown is a "grandfathered" municipality which includes exceptions.
 - iii. Branding; logo and identity. Elaine felt the Village logo is very appropriate for the Tourism Commission to use.
 - iv. Germantown Advertising Campaign; The Tourism Commission can arrange advertising for Germantown;
 - 1. Examples would be for meeting space availability to be used by local manufacturers for company meetings, associations for regional/statewide meetings.
 - 2. Sport tournaments such as volleyball, soccer, etc...
- g. Elaine also noted the local Chamber of Commerce and Village Park & Recreation Department are already promoting the Village in their day-to-day operations. The Tourism Commission should consider them partners in promoting tourism in Germantown and start discussions with both entities in how their efforts can be supported by tourism funds.

Next steps:

- h. Get the Tourism Commission Brochure printed. Carroll Merry will take care of this.

Rogers moved to approve printing the Tourism Commission Brochure for a cost not to exceed \$250 to be paid with tourism funds; Grgich seconded. Motion carried; 5 ayes; 0 nays.

- i. Rogers and Merry will put together a program for a community meeting.
- j. A press release will be issued to invite the public.
- k. Hughes will get lists of organizations who have used/requested funds in the past to be invited to attend.
- l. Hughes will also look into those who use the parks to be invited.
- m. The library and possibly the Village Board room will be considered as venues for the meeting.

C. Review of Financial Balance

- a. It was noted it will be helpful to have the Village Finance Director guide us in understanding how funds are calculated to be added to this budget.

5. Next Meeting: not set

6. Adjournment:

The meeting was adjourned by Chairperson Hughes at 7:35pm.

Respectfully Submitted by:
Lynn Grgich, Secretary

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

1. Funds shall be used for the following to promote tourism or lodging in the Village:
 - a) 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.
 - b) Transient tourist informational services.
 - c) Tangible municipal development.
2. All funds are to be used within 12 months of approval.
3. 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.
4. Upon approval, any advertising and projects must display: "Sponsored in part by Village of Germantown Tourism Commission."
5. 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.

1. Group Name: Germantown Historical Society
Mailing Address: PO Box 31 Germantown, WI 53022
2. Responsible person's name: Jeff Dhein/Mike Raab Phone No: 262-343-5550 J. (262 689 0537)
3. Amount requested: ~~2500~~ 1175 E-mail Address: DWBADGERA@gmail.com J. (JDDHEIN@VILLAGE OF GERMANTOWN, WI)
4. Date by which funding is desired: 10/30/18

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)
Germantown Historical Society Oktoberfest Sept 29th and 30th
Promote the Germantown PARKS & Historical aspect of
Germantown

How will your event promote tourism to Germantown or generate overnight stays at hotels in Germantown?
Yes, also made trifold for all local/non local areas including
placing ads in the Express News & Radio ads on WTKM
& Party 93.3 Fm

Itemized Cost Details for marketing and advertising this event:

\$400 Express News

\$525 - WTKM Party Radio Ads

\$250 - Trifolds

2nd & 3rd year applicants: please provide a financial statement including revenue & expense: (past financial statement)

Adopted: 6/01/93
Revisions: 6/17/93, 7/30/93, 8/16/93, 11/02/98
Revised: 6/20/00 (per guidelines adopted 2/21/00 by Village Board), 11/18/02,
2/25/05 (per General Government & Finance Committee)
8/28/07 (per guidelines adopted 9/17/07 by the Village Board)
12/10/08
2/6/10
6/15/2015 – revision approved by Tourism / Betterment Committee
8/3/2015 – Clerk's Office added e-mail address
4/12/17; 5/17/17; 8/14/17 – revised guidelines

VILLAGE OF GERMANTOWN – CLERK'S DEPARTMENT
N112 W17001 Mequon Road, P.O. Box 337 Germantown, Wisconsin 53022
Phone: (262) 250-4740 Fax: (262) 253-8255

Oktoberfest 2017				
Cash Receipts			Cash Disbursements	
Food	\$ 9,696.45		Start Up Cash	\$ 9,735.00
Bar	\$ 18,224.75		Bands	\$ 5,795.00
Potato Pancakes	\$ 973.25		Dance Floor	\$ 500.00
Sponsorships	\$ 9,522.73		Tent	\$ 4,845.48
Donations	\$ 225.00		Beer	\$ 6,327.13
Barlympics	\$ 350.00		Sendik's	\$ 1,579.10
Silent Auction	\$ 2,788.00		Sysco	\$ 1,086.17
Gift House	\$ 645.67		Mugs	\$ 2,558.16
Change	\$ 5,607.00		Monday Lunch	\$ 55.00
Tips	\$ 1,483.86		Conley Media	\$ 359.73
TV Raffle	\$ 261.00		WTKM	\$ 435.00
Kids Area	\$ 255.00		Hometown Communications	\$ 436.00
Nutman	\$ 80.00		House of Homemade Sausage	\$ 2,648.17
WI Fried Cheese	\$ 340.00		Aldo's	\$ 659.12
Mugs	\$ 180.00		Sciortino Bakery	\$ 397.50
Meat Sales	\$ 230.00		TV	\$ 400.00
Total	\$ 50,862.71		Port A John	\$ 495.00
			Dan Wing	\$ 230.00
			Misc	\$ 57.90
Profit	\$ 5,411.23	6701.23	Pantaloon Productions	\$ 500.00
Pending Sponsorsh	\$ 500.00		John Falk	\$ 1,367.00
Total	\$ 5,911.23	7201.23	Northwoods Laser & Embroider	\$ 300.00
			Towsleys	\$ 351.16
DD Raffle to FH	\$ 310.00		APQ	\$ 320.00
			Bay Bakery	\$ 525.35
			Pizza	\$ 101.88
20% to FH	\$ 1,082.25	*	Jeff's Sports	\$ 1,290.00
	1440.25		Oriental Trading	\$ 77.39
			Express News	\$ 228.00
			Raffle License	\$ 25.50
		*	Jeff's Sports	\$ 1,290.00
			Mike Raab	\$ 108.29
			Costco	\$ 367.45
			Total	\$ 45,451.48
				- 1290.00
				44,161.48

* NOTE: JEFF'S SPORTS LISTED TWICE

50862.71
 - 44,161.48

 6,701.23

PROFIT