

VILLAGE OF GERMANTOWN  
N112 W17001 MEQUON ROAD  
GERMANTOWN, WI 53022

MEETING: **GERMANTOWN TOURISM COMMISSION**

DATE AND TIME: **THURSDAY, November 1, 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:** 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:** September 27, 2018 meeting.
- V. **OLD BUSINESS:**
  - A. Review of Financial Balance.
  - B. Potential Partnership with Park and Recreation Department.
  - C. Vision Points for the Advancement of Tourism in Germantown.
  - D. Set Future Community Agenda.
  - E. Discussion of Contracting with Outside Agent.
  - F. Review of Brochure.
- VI. **NEW BUSINESS:**
  - A. Request for Funds with Direction, Kiwanis, Breakfast with Santa, December 16<sup>th</sup>.
  - B. Request for Funds, Germantown Historical Society, Oktoberfest Reimbursement.
  - C. Discussion of Fest Hall at Dheinsville Park.
- 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 September 27, 2018**

**1. Meeting Called to Order:**

5:30pm by Jeff Hughes, Chairperson of the Tourism Commission

**2. Members Present:**

Hughes, Adair, Grgich, Merry, Rogers  
Also present: Kim Rath, Elaine Motl

**3. Approval of Minutes:** Minutes from the September 5, 2018 meeting were approved on a motion by Merry; second by Adair. Motion passed unanimously.

**4. New Business:**

A. The representative has not yet arrived; we will come back to this request.

B. Review of Financial Balance; Kim Rath, Finance Director for the Village of Germantown presenting

- a. Kim has been requested to explain how tourism funds are determined.
- b. A handout including historical data was reviewed
- c. Germantown never fell under the 1996 amendment of 70%; the Village was a “grandfathered” municipality.
- d. As of 1/1/17 the percentage was changed to 30% of actual revenue but could not exceed a cap determined by a sliding scale as indicated on the handout.
- e. Room tax for a year is collected quarterly; not in a lump sum. So the amount for 2018 is not fully known.

C. Potential Partnership with Park & Recreation Department

Jeff reported Mark Schroeder, Department Director, is out of town. This will be discussed at a future meeting.

D. Vision Points for the Advancement of Tourism in Germantown

- a. Carroll Merry put his thoughts to paper to start the conversation toward a Vision for Tourism in Germantown.
- b. Website: the domain [www.visitgermantown.com](http://www.visitgermantown.com) is available; cost to purchase is approximately \$15/year.
- c. Carroll has spoken to a webmaster he works with about the costs for designing and maintaining a website. Design \$2500-\$3500; hosting + maintenance \$250/month.

At this point Jeff Dhein arrived to present for a request. Adair moved/Hughes seconded we interrupt the agenda to go back to Item A. Motion passed unanimously.

A. Request for Funds Oktoberfest by the Germantown Historical Society presented by Jeff Dhein.

- a. Jeff Dhein brought two of the fliers used to promote Oktoberfest for the commission members.
- b. He also presented the Commission with a Thank You plaque for support of this community event. A historical society member donated funds to have these plaques made for supporters.

- c. The items included in this request may not be all the qualifying expenses. Working with volunteers, Jeff feels there maybe invoices/receipts still out there that he just cannot push any harder to obtain at this time.
- d. Further description of the Express News expense. They cover areas beyond Germantown. In addition to the weekly paper, they publish special event pieces such as the Fall/Winter Fun Guide, Summer Fun Guide and others that are distributed on a broader basis than the newspaper.
- e. If Jeff Dhein has any questions as to whether additional "found" receipts qualify for payment, he is welcome to come back to one of our meetings for clarification.

Hughes moved to approve an amount not to exceed \$2,000 for 2018 Oktoberfest; Grgich seconded. Motion passed unanimously.

The Commission returned to discussing Item D.

- d. Maintenance covers posting events and information to the website. Someone would have to let our webmaster know what to post.
- e. Elaine Motl was asked for any insight she could add. Visit Washington County's website has a lot of pages and rotating photos. She indicated the design price sounded very reasonable.
- f. Photos will be very important. They tell the story.
- g. Updating information at \$250/month also sounds reasonable.
- h. Websites do bring business IF they are promoted and people FIND IT.

Rogers moved the Tourism Commission buy the domain [www.visitgermantown.com](http://www.visitgermantown.com) for a 5 year term; Adair seconded. Motion passed unanimously.

- E. Set Future Community Agenda; this will be tabled until after January 1, 2019.
- F. Discussion of Contracting with Outside Agent
  - a. Kim Rath, in her presentation, pointed out to keep in mind State Statute stipulate 51% must go toward tourism and not more than 49% toward payroll.
  - b. Elaine Motl was asked for her thoughts on this position.
  - c. She indicated an outline of what is to be done and a job description will need to be developed. Determine whether tasks are divided or does the hired person do everything.
  - d. What is the long-term goal; marketing goal and steps to get there need to be established.
  - e. The next big event is Mai Fest 2019. This gives the commission time to build to a launch to the community about the availability and how to use tourism funds.
  - f. Social media; Facebook and Instagram should be incorporated as well as the website.
  - g. Consider charging businesses to be listed/advertise on the website. Help to offset operating costs.
  - h. Elaine envisions part of her role is to meet with each event group to help them develop their marketing plan; not do it for them-help them.
  - i. The next step: the commission is asking Elaine to submit a proposal of duties and compensation. Deadline 11/1/18.
- G. Review of Brochure
  - a. Carroll Merry noted several minor changes he made to the brochure since the last vote.
  - b. He presented a quote from Minuteman Press for printing costs.

Hughes moved to have 150 copies of the brochure printed; Rogers seconded. Motion passed unanimously.

Rogers moved to table discussion on purchasing billboard space until after a marketing plan has been created; Merry seconded. Motion passed unanimously.

H. Update on Hotel Representative  
Ryan Rahl, Country Inn & Suites, has applied for the hotel representative position. His application will be voted on at Monday's Village Board meeting.

**5. Next Meeting:** November 1, 2018, 5:30pm

**6. Adjournment:**

The meeting was adjourned by Chairperson Hughes at 7:12pm.

Respectfully Submitted by:  
Lynn Grgich, Secretary



# Invoice

DATE	INVOICE #
7/2/2018	35820

BILL TO
Germantown Historical Society Attn: Peggy PO Box 31 Germantown, WI 53022-0031

P.O. NO.	TERMS
689-3256 Joe	Net 10 days

QUANTITY	DESCRIPTION	AMOUNT
1,000	Ocktoberfest Flyers  <i>Pd 7-10-18 # 2992</i>	60.00

There will be a 1.5% interest rate per month on all accounts paid after thirty (30) days. This is an annual percentage rate of 18%. If an account remains unpaid for ninety (90) days, customer will be responsible for reasonable attorney's fees incurred in the collection of the outstanding balance.

<b>Subtotal</b>	\$60.00
<b>Sales Tax (5.1%)</b>	\$0.00
<b>Balance Due</b>	\$60.00

N88 W15326 Main Street, Menomonee Falls, WI 53051  
262-251-1771 fax 262-251-4026  
sales@APQprinting.com - APQprinting.com



Invoice

DATE	INVOICE #
8/30/2018	36104

BILL TO
Germantown Historical Society Attn: Peggy PO Box 31 Germantown, WI 53022-0031

P.O. NO.	TERMS
	Net 10 days

QUANTITY	DESCRIPTION	AMOUNT
400	Full Sheet Oktoberfest Flyers	65.00
400	Oktoberfest Trifold	90.00
1,000	Oktoberfest 1/4 sheet Flyers	60.00

pd 9.3.18  
# 3003

There will be a 1.5% interest rate per month on all accounts paid after thirty (30) days. This is an annual percentage rate of 18%. If an account remains unpaid for ninety (90) days, customer will be responsible for reasonable attorney's fees incurred in the collection of the outstanding balance.

<b>Subtotal</b>	<b>\$215.00</b>
<b>Sales Tax (5.1%)</b>	<b>\$0.00</b>
<b>Balance Due</b>	<b>\$215.00</b>

N88 W15326 Main Street, Menomonee Falls, WI 53051  
262-251-1771 fax 262-251-4026  
sales@APQprinting.com - APQprinting.com







P.O. BOX 270526  
 HARTFORD, WI 53027  
 Phone: 262-673-7800  
 Fax: 262-673-5472

Invoice dated: 9/27/2018  
 Calendar Broadcast Period: 9/1/2018 - 9/30/2018  
 Account# 709 Salesperson: Greg Zajac

GERMANTOWN HISTORICAL SOCIETY  
 MIKE RAAB  
 P.O. BOX 31  
 GERMANTOWN, WI 53022  
 ████████████████████

Balance Forward:		\$0.00
Total Spot Sales This Month:		\$0.00
Order#48404 (113478) \$495.00 2018 OKTOBERFEST _WTKM FM		\$495.00
Total Recurrent Sales This Month:		\$495.00
Order Invoice Details:		
Order Invoice # 1890048403	WTKM FM	\$0.00
Order Invoice # 2890048403	WPTT	\$0.00
Gross Sales This Month:		\$495.00
Net Sales This Month:		\$495.00
Total Payments This Month:		\$0.00
Total Adjustments This Month:		\$0.00
Total Finance Charge This Month:		\$0.00
<b>Current Net Balance (Pay this amount):</b>		<b>\$495.00</b>

Accounts Receivable Aging Schedule						
Current	30 Day	60 Day	90 Day	120 Day	>120 Day	Total Due
\$495.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$495.00

THANK YOU FOR YOUR BUSINESS.  
 YOUR PAYMENT IS DUE OCTOBER 15, 2018

*pd 10-7-18  
 #3030*



# Express News Coupon Connection • Text It Advertising

P.O. Box 335, Germantown, WI 53022  
P: 262.238.6397 • F: 262.242.9450



www.DiscoverHometown.com • billing @ DiscoverHometown.com

GERMANTOWN HISTORICAL S  
PO BOX 31  
GERMANTOWN, WI 53022

*pd 10-23-18  
# 3037*

Advertiser Number: 3098  
Billing Date: 10/6/2018  
Amount Due: \$1,187.00

Amount Paid: \_\_\_\_\_

Please detach top portion and return with your payment.

## UNPAID INVOICES AND DEBITS

Hometown Communications				Billing Date: 10/6/2018		
Date	Ref No.	Transaction	Details	Amount	Paid Amount	Amount Due
9/10/2018	127189	Invoice		\$479.00	\$0.00	\$479.00
		Order No. 66586	Display Ad: Fall/Winter Fun Guide	\$479.00		
		Ads: 3	9/8/2018 Display Ad			
			Hart/WB, Meno Falls/Gtown/Sussex, Online			
10/8/2018	127799	Invoice		\$479.00	\$0.00	\$479.00
		Order No. 66944	Display Ad: Oktoberfest Page	\$479.00		
		Ads: 2	9/22/2018 Display Ad			
			Meno Falls/Gtown/Sussex, Online			
10/8/2018	128059	Invoice		\$229.00	\$0.00	\$229.00
		Order No. 67112	Display Ad	\$229.00		
		Ads: 2	10/6/2018 Display Ad			
			Meno Falls/Gtown/Sussex, Online			

## PAYMENTS AND CREDITS

Date: Sep 11, 2018 - Oct 08, 2018

Date	Ref No.	Transaction	Entry Type	Check No.	Details	Amount
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GERMANTOWN HISTORICAL S  
Advertiser Number: 3098

## SUMMARY

AGING					Amount Due:	\$1,187.00
Current	1 - 30	31 - 60	61 - 90	91+		
\$708.00	\$479.00	\$0.00	\$0.00	\$0.00		

Thank you for advertising with Hometown Communications. Please call us at 262-238-6397 with any questions.

SHAW MEDIA  
 PO BOX 250  
 CRYSTAL LAKE, IL 60039-0250  
 (815) 459-4040



Advertising Invoice and Statement

1) Billing Period 04/2018		2) Advertiser/Client Name GERMAN HISTORICAL SOCIETY	
23) Total Amount Due 650.00		*Unapplied Amount	3) Terms of Payment NET 30 DAYS
21) Current Net Amount Due 650.00	22) 30 Days .00	60 Days .00	Over 90 Days .00
4) Page Number 1	5) Billing Date 04/30/18	6) Billed Account Number 10179077	7) Advertiser/Client Number 10179077

8) Billed Account Name and Address GERMAN HISTORICAL SOCIETY PEGGY BAST N128 W 18780 HOLLY HILL RD GERMANTOWN WI 53022		Amount Paid _____ Exp. Date _____ <input type="checkbox"/> VISA <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Acct. # _____ Signature _____
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THANK YOU TO A VALUED CUSTOMER

Please Return Upper Portion With Payment

10) Date	11) Newspaper Reference	12 13 14) Description-Other Comments/Charges	15) SAU Size 16) Billed Units	17) Times Run 18) Rate	19) Gross Amount	20) Net Amount
04/23/18	1522186 DOG	2018 GERMANTOWN NW/SS	1.0X 2.13 2.13	1 0.00	650.00	650.00
<i>pd 6-11-18 #2988</i>						

TO RECEIVE YOUR STATEMENT VIA E-MAIL CONTACT US TODAY AT [billing@shawsuburban.com](mailto:billing@shawsuburban.com)

**Publishers of:** Northwest Herald, Daily Chronicle, Kane County Chronicle, Lake County Journal, Morris Daily Herald, Suburban Life, Republican and The Herald-News  
 Due date: 05/31/18

**Statement of Account - Aging of Past Due Amounts**

21) Current Net Amount Due 650.00	22) 30 Days 0.00	60 Days 0.00	Over 90 Days 0.00	*Unapplied Amount	23) Total Amount Due 650.00
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\* UNAPPLIED AMOUNTS ARE INCLUDED IN TOTAL AMOUNT DUE

24) Invoice Number 041810179077		25) Billing Period 04/2018		Advertiser Information	
6) Billed Account Number 10179077		7) Advertiser/Client Number 10179077		2) Advertiser/Client Name GERMAN HISTORICAL SOCIE	