

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

MEETING: **GERMANTOWN TOURISM COMMISSION**

DATE AND TIME: **WEDNESDAY, December 5, 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:** November 1, 2018 meeting.
- V. **OLD BUSINESS:**
 - A. Review of Financial Balance.
 - B. Vision Points for the Advancement of Tourism of Germantown.
 - C. Set Future Community Agenda.
 - D. EM Marketing Detail of Working Relationship and Duties.
- VI. **NEW BUSINESS:**
 - A. Germantown Parade / Tree Lighting Thew's Photography Invoice.
 - B. Charlie Hargan - Request for Funds Miafest.
- 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 November 1, 2018

1. Meeting Called to Order:

5:30pm by Judy Rogers, Vice Chair

2. Members Present:

Adair, Grgich, Rahl, Rogers

Also present: Elaine Motl, Jeff Dhein, Ken & Marge Miller, Bill Dix(sp?), Cheri Schadeberg, Mark Schroeder

Excused: Hughes, Merry

3. Approval of Minutes: Minutes from the September 27, 2018 meeting were approved on a motion by Adair; second by Rogers. Motion passed unanimously.

4. Old Business:

A. Review of Financial Balance; report not included in packet. Adair moved to postpone review to next meeting; Rogers seconded. Motion carried.

B. Rogers moved to postpone this item until later in the meeting when Mark Schroeder is able to join us, Adair seconded, motion carried.

C & D. Rogers moved to postpone these items to our next meeting, Rahl seconded. Motion carried.

E. Rogers moved to postpone discussion of Contracting with Outside Agent to end of meeting; Grgich seconded. Motion carried.

F. Review of brochure. It was noted after approval at the last meeting the brochure has been printed and is being distributed.

5. New Business:

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

B. Request for Funds, Germantown Historical Society, Oktoberfest Reimbursement presented by Jeff Dhein.

- Jeff presented specific invoices for Oktoberfest for the commission to review.
- Radio station WTKM \$495; Hometown Publications \$479 for regional ad (#1 on invoice); Shaw Media \$650; APQ printing trifold \$90 + car show fliers \$15 = \$1,729
- This total is under the limit of \$2,000 approved at the previous Tourism meeting.

C. Discussion of Fest Hall at Dheinsville Park; Jeff Dhein

- Jeff presented each commission member a Building Proposal packet for the Fest Hall
- Fundraising has begun; they have interested donors with potentially \$150,000 of the \$308,000 project cost. The Germantown Historical Society has \$15-\$20,000 to put toward the project
- The donor group wants to know what the Tourism Commission would be willing to put toward the project; what would be our cap?
- The Germantown Historical Society is putting 20% of annual profit toward the fest hall.
- All other fundraising, not tied to anything else, 20% of profit will go toward fest hall.
- The Fest Hall will become Village property, which would cover maintenance.
- Tent rental for Oktoberfest is \$5,000 annually.
- The Commission is not able to answer with a specific amount at this time.

- Donors were hoping for matching funds with building to start April 2019 and be finished by September for Oktoberfest's 25th Anniversary.
- In-kind donations have not yet been explored within the \$308,000 cost
- Recent tariffs on steel will have an impact on cost; +11% estimated
- The Tourism Commission has anticipated expenses that are not showing in the balance available at this time, which is why we can't give a specific dollar amount.
- This project does qualify for funding from this commission.
- In comparison to the Performing Arts Pavilion recently built, the fest hall is similar but not the same. Size is one element, both in capacity and amount of request.
- The dachshund races bring people from MN, IL, northern WI.
- We reviewed how the tourism fund is replenished; reviewed being grandfathered and going back to previous years' amounts for current increases.
- Jeff feels the Fest Hall will grow both Oktoberfest as well as awareness of the historical park of which increased use will generate revenues.
- The Village Park & Rec Dept. would oversee the rentals of the hall and park.
- At this time, rental fees are not known due to size of facility.
- For an investment of \$100,000, what are the numbers to recoup this amount; demographics.
- The interested donors are looking for a partnership with the Village as it is turned over to the Village when complete.
- There hasn't been an official "ask" of the Village for a partnership; the project proposal was just recently completed.
- Naming rights to the hall may provide a more sizeable source of funds; i.e. Gehl Family Pavilion.
- We hope Jeff can come back to this commission in a couple of months as we work on our internal strategic plan.

A. Kiwanis Club Breakfast with Santa, Request for Funds Direction; Cheri Schadeberg presenting.

- a. Last year requested \$1,800 as previously done before realizing changes to commission by state.
- b. Cheri is coming to the commission to figure out how to present event to fulfill the commission requirements.
- c. Reindeer Games website received 19,000 clicks on all events Nov-Dec.
- d. Pancakes on the Go have event listed on their website
- e. Florian Park, Kiwanis Club, First Bank Financial Centre, Park & Rec have event listed on their websites.
- f. Digital Edge placemats: 1,000 used at event, however 1,000 placed at restaurants outside of Germantown. In 2018 2,000 will go outside Village.
- g. Event brings business to many local businesses
- h. All promotions costs total \$5,300
- i. Marketing Campaign devised by Florian Park/Country Inn & Suites; 3 levels of promotions, all to help grow event to be more profitable for club.
- j. Hard to put value on social media
- k. Promotion in the hotel is more costly as corporate approval and fees involved.
- l. Florian Park hosts Breakfast with Santa as a non-profit event.
- m. Landing page on hotel TV; only in Germantown hotel?
- n. Webpage would be all Country Inns & Radissons
- o. Reindeer as featured entertainment is not covered. But by hiring them the event is listed on their website with 19,000 clicks; at what value?

- p. Cheri doesn't have actual costs this year because she isn't able to spend the money with knowing it will be reimbursed.
- q. She did try to get Reindeer Games to give her a breakdown of how they arrive at \$450/hour for the reindeer. But their business has grown to the point where they get more than enough business by word of mouth.
- r. It was noted the guidelines in the brochure should be discretionary spending to avoid wasted/blind spending on advertising.
- s. The commission needs to know specifically what costs are being covered and keep similar approvals for all groups.
- t. Banner (street billboards) outside the city limits, on high traffic roads are allowed.
- u. Approval costs from Cheri's request:
 - i. \$1,750 Marketing Campaign
 - ii. \$400 Express News
 - iii. \$600 Digital Edge for extra placemats + fliers
 - iv. \$500 Digital Advertising (FBFC help)
 - v. Total \$3,250*
- It was suggested to see if other area commissions have a dollar amount assigned to social media, digital advertising?
- The process for groups to bring requests for events that obviously bring visitors into the community seems cumbersome.
- The Commission does have plans for proper use of funds to benefit local groups.

Adair moved to approve \$3,250 for Breakfast with Santa advertising as listed above*, Grgich seconded. 1 abstain, motion carried.

Old Business

B. Potential partnership with Park & Recreation Dept.

- a. Mark Schroeder was invited by Jeff Hughes to talk to the commission about a potential partnership.
- b. Sport tournaments were specifically mentioned. The Park & Rec doesn't run any tournaments but does facilitate at their parks.
- c. 3 baseball events: Germantown Jr. Warhawks (f/n/a Diamond Club) has largest tournament on Memorial Day Weekend, Summer Slam in June, and Girls Fastpitch in July.
- d. Kickers Soccer at Freidenfeld Park, no tournaments yet
- e. Hawks Football, Hoops; select boys and girls teams at high school
- f. Potential events for the Pavilion will need business partners to put on
- g. Firemen's park upgrade; added shelter. Smaller capacity than fest hall. Still developing plans.

E. Contracting with Outside Agent

- Elaine Motl was asked to bring forth a proposal for consideration.
- Her proposal is attached as part of these minutes.
- She gave us her experience up to this point in her career.
- Her proposal cover the concept, duties, and financial obligation to the commission.

Grgich moved to accept Elaine's proposal as EMMarketing as presented contingent on confirming with Village staff/Attorney we don't need to bid out these services; Adair seconded. Motion carried.

Items C & D; Rogers moved to postpone these items until the next meeting; Adair seconded; motion carried.

5. Next Meeting: not set

6. Adjournment:

The meeting was adjourned by Vice Chair Rogers at 8:30pm

Respectfully Submitted by:
Lynn Grgich, Secretary



GERMANTOWN TOURISM COMMISSION 2019

Proposal for Consideration Respectfully submitted by Elaine Motl

Concept

- To create branding for and development of Germantown Tourism.
- To work with the Germantown Tourism Commission on website development, advertising, and social media.
- Execute the goals and timeline commitment approved by the Germantown Tourism Commission.
- To assist Germantown special events with marketing plans that will advertise and promote overnight stays in Germantown.
- Research and develop target markets for Germantown Tourism.
- Research and develop plans for potential meetings/conferences in Germantown.

EMM Duties

- Primary contact for the Germantown Tourism Commission
- Update Germantown Tourism Commission members at each meeting with a progress report.
- Meet with Germantown Hotel Managers and Sales Managers to explain concept and kick off.

- Meet with Germantown Parks & Recreation Department to create a working relationship.
- Create a timeline for a development plan, marketing plan and promotional campaign.
- Work with web designer on website concept and oversee implementation of website.
- Manage and implement the production of advertising and social media.
- Send media press releases with launch of "Visit Germantown".
- Review applications for funding prior to Germantown Tourism Commission Meetings / preparation for decisions and suggestions.
- Development with Tourism Commission on payment plan and follow up for funding applicants.
- Troubleshooting!

Financial Obligation

- Fee for EMM:
 - \$35 per hour for 30 hours per month starting January 2019 and ending December 2019.
 - In June 2019, a review of the relationship will take place with the option of changes if agreeable to both parties.
- Payment Timetable is monthly with submitted invoice and time sheet
- EMM will be reimbursed with receipts for pre-approved office supplies, copies, postage and general goods used.
- EMM to be reimbursed for mileage to meetings at standard government rate. (With the exception of scheduled Germantown Tourism Commission Meetings.)

EM Marketing Company, Inc.
361-947-5235

Elaine Motl
emmktg@aol.com



INVOICE

Thew's Photography

Carrie Thew

Phone: 262-408-3342
thewsphotography@gmail.com
www.thewsphoto.com

Invoice #: 2051
Invoice date: Nov 16, 2018
Due date: Nov 16, 2018

Amount due:
\$200.00

Bill To:

Germantown Tourism Commission
Cmerry@countryside-marketing.com
C/O Village of Germantown

Description	Quantity	Price	Amount
Photography per hour for parade 4 hours of Photography at the Germantown Parade/ Village hall Tree lighting/ Carriage rides.	4	\$50.00	\$200.00
		Subtotal	\$200.00
		Shipping	\$0.00
		Total	\$200.00 USD

Notes

Thank you so much! Please make checks payable to "Thew's Photography" or "Carrie Thew" Thank you once again for choosing Thew's Photography to capture your moments for a lifetime of memories.

Terms and Conditions

For 4 hours of digital images for website use and possibly brochures.

*305 James St. #12
Menasha WI 53086*