

## **GERMANTOWN TOURISM COMMISSION**

Meeting Minutes for January 8, 2020

### **I. Meeting Call to Order:**

5:33pm the meeting was called to order by Vice Chairperson Judy Rogers

### **II. Roll Call:**

Present: Patty Adair, Lynn Grgich, Ryan Rahl, Judy Rogers

Excused: Carroll Merry

Absent: Dan Wing

### **III. Citizen Input-none**

### **IV. Approval of Minutes:**

Minutes from the December 4, 2019, meeting were approved on a motion by Rahl, second by Adair. Approved unanimously.

After making sure it was ok with the Village Clerk, Lynn suggested a copy of our meeting minutes, after they have been approved, be sent to each of the other three hotels in another attempt to engage them with this commission.

### **V. Old Business**

#### **a. Germantown Tourism Marketing Coordinator Report**

- i. Elaine notified the commission she would not be able to work for the months of January and February 2020. She will submit a contract for 10 months in 2020.
- ii. The application for funds looks good. Item #3: number of overnight rooms generated is the most overlooked/skipped question, but one of the most relevant to funding. This question will be included in any potential grant program as well.

#### **b. 2020 Budget**

- i. Judy shared a handout updating and itemizing this year's activity. (Judy didn't have extra copies at the meeting. I am requesting a copy to add to these minutes)
- ii. We don't know the 4<sup>th</sup> quarter revenue yet.
- iii. The \$190 approved funds for the EKM Moose Lodge will be moved to 2020, when it will be disbursed.
- iv. Of our 2019 budget of \$78,000, we have spent approximately \$50,000.
- v. Balance remaining plus carryover from 2018 gives this commission sufficient balance to cover anticipated expenses and requests plus any new applications.
- vi. Known expenditures for 2020:
  1. Operations: Coordinator, webmaster, Visit Washington County
  2. Events: EKM Moose Lodge, Mai Fest, Oktoberfest
  3. Municipal: Park Shelter
- vii. It was noted Oktoberfest requested only a portion of approved amount.
- viii. There is a timeline for making a request; 3-4 months prior to the event is suggested, however, the earlier the better.

- ix. Recurring events typically apply the same time each year. Do we need to remind them to apply; and then to request approved funds before expiration?
- x. Local groups have lost money recently putting on their events. This commission isn't responsible for making the event profitable. It is available to help promote the event to increase the potential to be profitable.
- xi. However, if we lose these local events because groups cannot financially support them, does Germantown lose "interest" by visitors because there isn't anything going on?
- xii. Can this group establish a set amount for our local events to use for promotion; even if it is local advertising/marketing?

**c. Open Discussion on Grants and Possible Change to Funding**

- i. Continuing the discussion from the previous meeting, it was suggested a 20% increase be allowed for event held in "slow months" (November-March) for the hotels.
- ii. In the "Other Category" for reimbursable Expenses, a shuttle service should be included.
- iii. Budgets are requested on the application for Elaine's benefit in helping applicants.

**d. Future Village Board Presentation**

- i. Keep presentation simple; focus on budget, marketing plan (stressing we are not foregoing funding local events in favor of putting up billboards), website, developing a Grant Program
- ii. At February meeting have start of a power point presentation to review; presentation is scheduled for March.
- iii. Is this commission supposed to follow the Village Board vision? We don't know what this is.
- iv. Where are other opportunities for new events? Sport groups?
- v. How do we reach people with the ideas for new events to let them know we are a potential resource for them?

**e. Hotel Ski Hill Packages**

- i. We will need to defer this item until Elaine returns.

**VI. New Business**

**a. Request for funds: EM Marketing Company**

Grgich moved to approve paying Invoice #3 and Invoice #4 submitted by EM Marketing; Adair seconded. Motion carried unanimously.

**d. Review of Financial Report**

- i. Report from Village: no questions

**VII. Next Meeting: TBD; we may not have a quorum on 2/5/2020**

Meeting adjourned at 6:55pm on a motion by Rogers, second by Rahl.

Minutes Respectfully Submitted by: Lynn Grgich, Secretary