

GERMANTOWN TOURISM COMMISSION

Meeting Minutes for February 25, 2020

I. Meeting Call to Order:

5:30pm the meeting was called to order by Village Administrator, Steve Kreklow

II. Roll Call:

Present: Miller, Hughes, Kreklow, Rahl, Grgich

Also Present: Ken & Marge Miller, Jeff Dhein, Mark Schroeder, Dan Wing, Dean Wolter

III. Election of Officers

- Lynn Grgich nominated herself for the position of secretary, Hughes seconded. Motion carried unanimously.
- Hughes nominated Rick Miller for the position of Chair; Miller seconded. Motion carried unanimously.
- Miller nominated Steve Kreklow for the position of Vice-Chair; Hughes seconded. Motion carried unanimously.

IV. Citizen Input-none

IV. Acceptance of Minutes:

Hughes moved for Acceptance of the Minutes from the February 10, 2020 meeting; Kreklow seconded. Accepted unanimously.

V. Old Business None

VI. New Business

a. 2020 Tourism Budget and Finances

- i. The current accumulated balance is \$206,767.69
- ii. Reviewing from 2006 through 2016, annual contributions were \$29,000 to \$38,000. Since 2016 the annual contribution has been much higher.
- iii. Expenditures have been lower as well
- iv. No official budget listing line items was evident in the minutes
- v. Previous guidelines were 40% for marketing, 30% for programs, 30% for public facilities. These are subject to change by the commission
- vi. A question was raised to clarify a statement from last October or November indicating \$78,000 was the total amount available. This amount represented the amount for 2019. The total balance is \$206,767 prior to January 2020.
- vii. There is a \$16,000 commitment for the feste halle carried over.
- viii. Are there any other costs or commitments carried over?
- ix. A decision on the website and domain name will be decided at a future meeting. There are no costs outstanding for either.
- x. A review of the 2/10/2020 meeting minutes shows these approvals for funds:
 1. EKM Moose Lodge approval of \$345 for the GMO State Tournament
 2. EKM Moose Lodge approval from 12/4/19 changed from \$7429.82 to \$3,516.37 + \$1,379.82 = \$4,896.19.
 3. Final hours submitted by Elaine Motl for work in January and February 2020 in the amount of \$280.

4. Annual request for funds from the Washington County Convention & Visitors Bureau in the amount of \$8,000 for 2020.

b. Dheinsville Park Pavilion presented by Mark Schroeder

- i. This request is on behalf of the Village and Germantown Historical Society
- ii. \$50,000 request was with estimated project costs of \$350-\$400,000
- iii. Tourism Commission approved \$16,000
- iv. As the design continued, plans were submitted for bid and the price range went to \$563-\$592,000
- v. Project was presented to the Village Board in January 2020 at which action was tabled
- vi. Germantown Historical Society went back to their donors
- vii. Keller, Inc. had the lowest bid and will hold it open a while longer
- viii. The Germantown Historical Society is looking for an additional \$150,000; can Tourism accommodate this amount.
- ix. Kreklow proposed committing
 1. \$75,000 from the \$206,000 balance remaining at the end of 2019
 2. \$37,500 from the 2020 revenues
 3. \$37,500 from the 2021 revenues
- x. The Village would handle the cash flow until the revenue is received.
- xi. Jeff Dhein reported the Germantown Historical Society has donated funds of \$110,000 paid, \$70,000 committed and an additional \$15,000 close to commitment. He feels \$200,000 is possible and even \$250,000.
- xii. They will save \$3,500 annually not having to rent the tent.
- xiii. Other fundraising opportunities are in the works, such as naming right to the stage.
- xiv. Kreklow indicated if approved the Village Attorney would draft the agreement
- xv. What differentiates this shelter from other park facilities?
- xvi. Attracting weddings would attract tourism, but is there any interest demonstrated? The average wedding size is 175 guests.
- xvii. This building is distinguished by size and location in an historic park.
- xviii. Dhein has received requests for use of the space for a graduation and two weddings.
- xix. Schroeder will gather information on what others in the area are charging for use of their similar facilities.
- xx. Milwaukee County does a lot of park rentals which brings in over \$1million in revenue.
- xxi. Obstacles may be bathrooms, alcohol availability. Rules are different for municipalities versus groups.
- xxii. The location in an historical park may draw other German events, clubs, and festivals.
- xxiii. And it may not draw these groups.
- xxiv. Oktoberfest is not an event that brings people to local hotels because the hotels are already booked with other events happening that weekend. This event happens during a time when hotels are busy.
- xxv. The bulk of the current budget balance came in the last three years; would hate to see it used up. Funds should be available, for example, when a large

event is looking to come to the area in winter when the hotels are starving for stays.

- xxvi. We don't have a pavilion now, we don't even have an opportunity. The tent comes down, it is done. A pavilion allows for longer use of the park.
- xxvii. Hughes indicated he doesn't like the tax, but everyone is required to pay it. He didn't like the direction the commission was going in: marketing for hotels. It is not meant for that. This commission should gather to better Germantown. If the pavilion will better Germantown; OK; he doesn't care whether or not it provides stays.
- xxviii. How do we determine what dollar amount to approve? Review on a case-by-case basis.
- xxix. Understood the feste halle was happening, how did the price tag go from \$320,000 to over \$500,000? The main reason was due to bidding rules change when public funds became involved.

Hughes moved to accept Administrator Kreklow's proposal of a three-year payment plan of \$75,000 from the current balance, \$37,500 from 2020 and \$37,500 from 2021 funds. Kreklow seconded. Four Ayes; One No; Motion carries.

The meeting was adjourned by Rick Miller at 6:23pm

Minutes Respectfully Submitted by: Lynn Grgich, Secretary