

GERMANTOWN TOURISM COMMISSION

Meeting Minutes for May 1, 2019

I. **Meeting Call to Order:**

5:31pm the meeting was called to order by Dan Wing.

II. **Roll Call:**

Present: Adair, Grgich, Merry, Rogers, Wing

Also Present: Elaine Motl

Excused: Ryan Rahl

III. **Citizen Input/Public Appearance:** no one else in attendance. Dan used this portion to note he still has more research to do for answers. We will also need to re-elect officers for this Commission.

III. **Approval of Minutes:**

Minutes from the April 25, 2019, meeting were approved on a motion by Merry, second by Adair. Approved unanimously.

IV. **Old Business:**

A. **Tourism Brochure Updates and Printing**

- The brochure needs an explanation the Marketing Coordinator should be contacted to set-up a meeting before applying for funds.
- Going through our marketing coordinator should streamline the application process and the approval of funds.
- Should this meeting be “required”? Can it be legally? If not, then state recommended.
- Other community applications were reviewed by commission members. Mosinee’s application stood out as being thorough.
- Several groups do not fully fund their events; use a percentage.
- Prioritize new events to receive funds.
- Require applications 2-3 months in advance of event.
- Dan has indicated he doesn’t support the direction this commission is taking, but will go along with the majority.
- Carroll will take all comments, suggestions for the brochure and create a draft for review.
- Should limits on amounts requested be included? Tie caps to number of days of an event: for example 1-day event=\$3,000; 2-day event=\$6,000; 3-day event=\$9,000
- Caps may be too limiting; we may want to give more. Or event planners will apply for the maximum amount, but don’t qualify for that amount.
- Need to allow Commission to approve more or lesser amounts if warranted.
- Consider giving a percentage of the marketing budget. But restricts use of applicant’s funds for other expenses because need to put more toward marketing.

Rogers moved we cover 75% for new events and 60% for repeat events marketing expenses. Second by Grgich.

Discussion:

- Do we then have to verify costs? No.
- This seems like more red tape for applicants to jump through.
- Suggest we do not use percentages at this time.

Call for vote: Aye: 2 No: 3; motion fails.

One more comment: rather than add sponsored by Tourism Commission verbiage we should ask to have the website added. We did talk about a logo for this group; possibly adding an identifier to the current Village logo. In talking with the Village Administrator he suggested we wait a few months as they may be looking at updating the Village logo.

B. Tourism Marketing Coordinator Report

- Website is live; search engine needs views
- It is still a work in progress requiring some tweaks
- A press release will be going out announcing the website
- Carroll Merry will act as the spokesperson for the Commission

Dan Wing expressed he was not in support of the direction this commission is heading but will fully support what the majority of the Commission wants. His constituents feel we should be approving money for local events rather than putting money into a website, advertising, etc...

- In doing some research, the Wisconsin Room Tax Statutes indicate the Commission should contract with another organization (ie chamber or CVB) to perform the functions of a tourism entity.
- In checking other communities, they are all different.
- We don't have to be concerned we are doing anything against the law.
- This Commission is doing a lot of work. We could give all funds to a marketing entity to do the work.
- Dan hasn't talked to each trustee, but his impression is that the Village Board feels we should not be this involved in distributing these funds.
- Also that using these funds should go toward buildings such as the Festhalle; it satisfies the requirement for hotel rooms and lessens the dollar amount used from tax payer funds.
- A non-profit group could be created, DMO Destination Marketing Organization. Money is given through the commission to the DMO. Marketing is specific to one location-Germantown.
- 49% of budget can go for administration of tourism funds.
- Current Commission members are excited about the direction we are headed in.
- Others feel there is nothing to market in Germantown. No one is currently marketing Germantown.
- This Commission is trying to follow the law and interpret it as best we can following the initial instruction given by the Village Attorney.

- The Village Board needs to hear from this Commission what we are doing and why rather than just hearing all the negative comments from others not happy with decisions being made under the new statutes.
 - Then getting some feedback from the Village Board on their position on use of these funds.
 - None of the Commission members is a marketing expert. Why would an entity hired by us be more welcomed?
 - Suggest a Vision Plan be submitted with the agenda for review by trustees ahead of the meeting at which this Commission is presenting.
- C. **Request for Funding Form Updates** refers to the application.
- a. We will review this at the next meeting.

V. **New Business:**

A. Request for Funds-EM Marketing Company

- Elaine does continue to go over the number of hours indicated in her contract.
- Establishing the website with photos, content, took a lot of time.

Merry moved to approve Invoice #22 from EMMarketing; Grgich second. Motion carried.

Wing moved to have Elaine submit another invoice for hours not covered by her monthly contract, at the next meeting; Rogers seconded. Motion carried.

B. Review of Financial Report; report looks good

- Air BNB's and private rentals should also pay hotel tax if they are located in a community that collects hotel tax. Not yet policed.

C. Future Community Agenda

- Refers to a public meeting regarding new rules and when and how to apply for funds for events.
- Not quite ready for this meeting.

VI. **Next Meeting Date:**

Wednesday, June 5, 2019, 5:30pm

VII. **Meeting Adjourn:** 7:05pm on a motion by Wing; second by Grgich; carried.

Respectfully Submitted,

Lynn Grgich, Secretary