

GERMANTOWN TOURISM COMMISSION
Meeting Minutes for May 23, 2018

1. Meeting Called to Order:

6:00pm by Judy Rogers, Vice-Chairperson of the Tourism Commission

2. Members Present:

Adair, Grgich, Merry, Rogers

Excused: Ciurro, Hughes

3. Approval of Minutes: Minutes from the February 28, 2018 meeting was approved on a motion by Adair; second by Merry. Motion passed: 4 Ayes; 0 Nos

4. New Business:

A. Request for Funds:

1. EKM Germantown Moose Lodge for \$404.12-\$500 presented by Anita Hauner

- a. The Moose Lodge has two booths at the 4th of July Festivities at Firemen's Park. They aren't very well identified as to what is served at the food booth or that the other one is kid's games.
- b. They have been doing these two booths for the 4th of July for many years and plan to continue so the signs would be reused many times.
- c. Apologies were made to Anita as she used the wrong application, which she got off the Village website. It was explained there were changes made by the State of Wisconsin as to how these funds can be used.
- d. Her request was for signage for visitors at the event that are already there. The use of these funds is to bring visitors to events that are being held in Germantown. For example, if she were advertising for other Moose members to come to their booths at the 4th of July event from other communities a distance away that may require an overnight stay at one of our hotels; that could qualify for funds to cover the cost to reach them.
- e. She understood and mentioned their Car Show, Craft Fair, and other events that do bring in visitors from outside the area. We encouraged her to bring marketing costs for these events before us for approval.

No motion was made to approve this request for funds. Request was not approved.

2. Discussion of Festhalle at Dheinsville Park with Jeff Dhein.

- a. The Germantown Historical Society (GHS) is just about ready to go ahead with fundraising for a permanent pavilion structure at Dheinsville Park.
- b. The Festhalle would be available for event rental such as weddings, family/class reunions, other events, bringing visitors from out of the area and possible overnight guests.

- c. Capacity is 400; there are approximately 200 parking spaces.
- d. The fundraising goal is \$300,000
- e. The hoped-for completion date is 2020, in time for Oktoberfest.
- f. The GHS has \$7,000 toward the project so far. 20% of all undesignated revenue will go toward the Festhalle.
- g. Comparing the Festhalle to the Performing Arts Pavilion, the Festhalle should have higher usage because it offers a protected covering, whereas the pavilion does not, making it available all year.
- h. Jeff wanted to get an idea if this is a project this Commission would support.
- i. The unanimous response was yes, however, a specific dollar amount could not be committed to at this time.

B. Reviewed Fund Balance

- a. A review of the balance and disbursements was presented.
- b. It was suggested we need to schedule a working meeting to finalize the application with the Frequently Asked Questions we wanted to add.
- c. Incorporate a brainstorming meeting to bring forward all ideas for promoting the availability of these funds.
- d. It was suggested we go back to all past organizations that have applied for these funds to explain the new guidelines, and give examples of what we can and cannot cover.
- e. Appeal to the residents; possibly a vendor fair featuring the hotels, restaurants, attractions so residents know what is available here in Germantown. Have residents consider having visiting family members stay at a hotel versus their home.

5. Next Meeting: Thursday, June 7, 2018, 6:00pm

6. Adjournment:

The meeting was adjourned by Vice-Chairperson Rogers at 7:11pm.

Respectfully Submitted by:
Lynn Grgich
Secretary