

GERMANTOWN TOURISM COMMISSION
Meeting Minutes for June 7, 2018

1. Meeting Called to Order:

6:20pm by Jeff Hughes, Chairperson of the Tourism Commission

2. Members Present:

Hughes, Adair, Grgich, Merry, Rogers

Absent: Ciurro

3. Approval of Minutes: Minutes from the May 23, 2018 meeting was approved on a motion by Rogers; second by Merry. Motion passed: 5 Ayes; 0 Nos

4. New Business:

- A.** Discussion of Procedural Guidelines and Revisions of Application for Funds and Guidelines Form.
- a. The application included in the packet, revised August 2017 is ok to put on the Village website now while we continue working on the FAQ's
 - b. Will an event/request generate overnight stays at hotels in Germantown seem to be the overriding qualifier for approving fund requests.
 - c. Examples from several communities' tourism meeting minutes and applications were shared and reviewed.
 - d. Some of the examples were for communities that are very different from Germantown in that they have many events to draw visitors. One community is focusing their efforts to bringing in sporting events/tournaments.
 - e. Billboard advertising; depends on where it is located and who is seeing it. Require it be beyond a certain mileage from Germantown; near state border. What is the cost for billboard advertising?
 - f. Should this Commission take on the marketing of Germantown? Who does it now; no one. The commission could look at hiring a marketing firm.
 - g. It might be helpful to give examples of how to use these funds to potential applicants. Help expand event organizers' ideas for bringing in visitors beyond the immediate area.
 - h. It was suggested we host an event to highlight what we have in Germantown.
 - i. Feature vendors from the hotels, restaurants, attractions, anyone
 - ii. Have drawings on the hour for gift certificates from vendors
 - iii. Advertise to surrounding communities to attend
 - iv. Get folks thinking about Germantown when they have visitors for lodging, dining, attractions and our festivals.
 - v. A venue such as Florian Park is willing and able to accommodate such an event. Talked about deer hunting weekend-Saturday, 10-3pm
 - i. What would bring visitors to Germantown? We have this large sum of money to work with.
 - j. Capitol Improvements would be brick & mortar projects such as the pavilion, the festhalle would be.

Draft of FAQ's:

Can I come in and talk to the commission before applying for funds?

Yes, we encourage you to do so. Contact the Village Clerk's office to get on the agenda, 262-250-4740.

Can I apply for funds after the event?

No; any projects approved for funding must display somewhere in their advertising "Sponsored in part by Village of Germantown Tourism Commission".

How far in advance of my event should I apply for funds?

We suggest 3-4 months.

Can I get money to advertise in Germantown?

No. The idea is to bring visitors in from outside the area. We encourage event planners to look to Madison, Chicago, etc... for advertising. Suggestions: radio, TV, billboards, print advertising outside "area" of Germantown, digital, etc...

What types of requests qualify for funding?

Funds shall be used to promote tourism or lodging in the Village. See #1 of the Guidelines.

What does not qualify for funding?

This list is not all inclusive: Signage at events, port-a-johns, (musical) bands, wearables (t-shirts), tents, parade entries, commemorative merchandise, etc...

5. Next Meeting: not set

6. Adjournment:

The meeting was adjourned by Chairperson Hughes at 7:41pm.

Respectfully Submitted by:

Lynn Grgich
Secretary