

**GERMANTOWN TOURISM COMMISSION**  
**Meeting Minutes for July 31, 2018**

**1. Meeting Called to Order:**

6:00pm by Jeff Hughes, Chairperson of the Tourism Commission

**2. Members Present:**

Hughes, Adair, Grgich, Merry, Rogers

Absent: Ciurro

**3. Change in order of Agenda:** A motion was made to switch agenda items IV. A & IV. B; moved by Rogers, second by Adair, Motion passed: 5 Ayes; 0 Nos

**3. Approval of Minutes:** Minutes from the June 7, 2018 meeting was approved on a motion by Merry; second by Adair. Motion passed: 5 Ayes; 0 Nos

**4. New Business:**

A. Request for funds of \$8,000 for Visit Washington County, presented by Elaine Motl

- a. Tourism revenue in Washington County increased again this past year
- b. Visit Washington County increased their advertising budget
- c. The organization is implementing a new marketing plan starting in 2018
- d. Key Milwaukee has been picking up/promoting more Washington County events
- e. Visit Washington distributes 60,000 visitor guides annually. They are at key information/rest areas at the state border.
- f. They placed ads in Travel Wisconsin (the state tourism magazine and website), Wisconsin Sportsman Magazine.
- g. They will continue to target the golf market for 3 years as follow-up to the US Open.
- h. Visit Washington County has also been targeting the business meeting market as new sources of overnight visitors. Ads are being placed in Midwest Meeting Guide Book. Since business planning is 2-3 years in advance, revenue may not be realized immediately.
- i. Elaine was asked what more Visit Washington County could do for Germantown.
  - i. Elaine indicated her job makes her expertise in tourism available to us.
  - ii. She suggested a workshop to educate the commission on tourism; possibly bring in a tourism specialist. There would be no fee for this service.
  - iii. Involve the Chamber Visitor Center
  - iv. Help local event organizers understand tourism and how to use/apply for funds. They need to determine if they want to keep the focus of their event local or are willing to expand

It was noted there are two different avenues here for funds:

1. The Commission marketing Germantown
2. Local groups marketing their events

- v. Both can be served with these funds.
- vi. If the Commission would be interested in marketing services for Germantown, Elaine would put together a proposal and fee schedule.

Rogers moved to approve \$8,000 for 2018 to Visit Washington County; second by Grgich. Motion carried: 5 Ayes; 0 Nos.

- B. Discussion of Procedural Guidelines and Revisions of Application for Funds and Guidelines Form.
  - a. The list of Reimbursable and Not Reimbursable items along with the FAQ from the June meeting will be assembled into an informational piece to accompany the application for funds.
- C. Review of Financial Balance
  - a. It was noted that there is nothing wrong with saving funds; there is no sunset on when balance needs to be used.
  - b. At a substantial balance funds could be used toward a building that would provide a draw

**5. Next Meeting:** not set

**6. Adjournment:**

The meeting was adjourned by Chairperson Hughes at 7:25pm.

Respectfully Submitted by:  
Lynn Grgich  
Secretary