

GERMANTOWN TOURISM COMMISSION
Meeting Minutes for September 5, 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. Approval of Minutes: Minutes from the July 31, 2018 meeting was approved on a motion by Merry; second by Adair. Motion passed: 5 Ayes; 0 Nos

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

5. New Business:

A. Request for funds not to exceed \$350 for EKM Moose Lodge Germantown Corn Hole Tournament presented by Anita Hauner.

- a. Chairman Hughes indicated he contacted Anita upon reviewing the request about the Commission not being able to cover the trophies and DJ expenses based on the new guidelines we need to follow.
- b. Anita indicated this is a statewide event.
- c. The EKM Moose Lodge is looking ahead to other large tournaments such as a golf outing in July and a bowling tournament.
- d. The Moose organization does have statewide and national publications, which the commission encouraged her to pursue for advertising as this is the type of expense we can more likely approve.
 - i. It targets visitors from outside the area providing the potential for overnight stays.
 - ii. This will require the EKM Moose Lodge to seek out this information months prior to their event and bring it to a Tourism Commission meeting for consideration.
- e. Events are narrowly targeted to the Moose organization, but can draw from other Moose groups from around the state and country.
- f. The costs for mailing (copying and postage) which went out to other Moose organizations in Wisconsin and beyond, are allowable.

Rogers moved to approve \$36.00 for mailing costs for the EKM Moose Lodge's Wisconsin Moose Association Corn Hole Tournament; second by Grgich. Motion carried: 5 Ayes; 0 Nos.

B. Discussion of Tourism Marketing Plan and Tourism Promotional Brochure.

- a. First, Carroll Merry was thanked for his work on pulling information together to create this promotional brochure.
- b. The only change to be made: under Frequently Asked Questions, first bullet point answer, remove the word **public**, change a to **an event**.
- c. This brochure will be made available at Village Hall, the library and the Chamber office.
- d. It will also be the focus of an educational meeting planned for the community to explain how to use and apply for funds distributed by the Tourism Commission.

- e. Elaine Motl, Visit Washington County, was asked to talk to our Commission about a **Tourism Marketing Plan**.
- f. Elaine prepared a handout with a few basic topics for the Commission to consider:
 - i. Goals of the Tourism Commission; not discussed at this time
 - ii. Percentage of funding from Room Tax; this commission is responsible for oversight of funds collected from room tax and the percentages going to the municipality and the tourism commission budget.
 - 1. In order to do this, Hughes will ask the Village Finance Director to help us with the past several years' worth of data to understand the process.
 - 2. It is believed the Village of Germantown is a "grandfathered" municipality which includes exceptions.
 - iii. Branding; logo and identity. Elaine felt the Village logo is very appropriate for the Tourism Commission to use.
 - iv. Germantown Advertising Campaign; The Tourism Commission can arrange advertising for Germantown;
 - 1. Examples would be for meeting space availability to be used by local manufacturers for company meetings, associations for regional/statewide meetings.
 - 2. Sport tournaments such as volleyball, soccer, etc...
- g. Elaine also noted the local Chamber of Commerce and Village Park & Recreation Department are already promoting the Village in their day-to-day operations. The Tourism Commission should consider them partners in promoting tourism in Germantown and start discussions with both entities in how their efforts can be supported by tourism funds.

Next steps:

- h. Get the Tourism Commission Brochure printed. Carroll Merry will take care of this.

Rogers moved to approve printing the Tourism Commission Brochure for a cost not to exceed \$250 to be paid with tourism funds; Grgich seconded. Motion carried; 5 ayes; 0 nays.

- i. Rogers and Merry will put together a program for a community meeting.
- j. A press release will be issued to invite the public.
- k. Hughes will get lists of organizations who have used/requested funds in the past to be invited to attend.
- l. Hughes will also look into those who use the parks to be invited.
- m. The library and possibly the Village Board room will be considered as venues for the meeting.

C. Review of Financial Balance

- a. It was noted it will be helpful to have the Village Finance Director guide us in understanding how funds are calculated to be added to this budget.

5. Next Meeting: not set

6. Adjournment:

The meeting was adjourned by Chairperson Hughes at 7:35pm.

Respectfully Submitted by:
Lynn Grgich, Secretary