

**GERMANTOWN TOURISM COMMISSION  
Meeting Minutes for September 27, 2018**

**1. Meeting Called to Order:**

5:30pm by Jeff Hughes, Chairperson of the Tourism Commission

**2. Members Present:**

Hughes, Adair, Grgich, Merry, Rogers  
Also present: Kim Rath, Elaine Motl

**3. Approval of Minutes:** Minutes from the September 5, 2018 meeting were approved on a motion by Merry; second by Adair. Motion passed unanimously.

**4. New Business:**

A. The representative has not yet arrived; we will come back to this request.

B. Review of Financial Balance; Kim Rath, Finance Director for the Village of Germantown presenting

- a. Kim has been requested to explain how tourism funds are determined.
- b. A handout including historical data was reviewed
- c. Germantown never fell under the 1996 amendment of 70%; the Village was a “grandfathered” municipality.
- d. As of 1/1/17 the percentage was changed to 30% of actual revenue but could not exceed a cap determined by a sliding scale as indicated on the handout.
- e. Room tax for a year is collected quarterly; not in a lump sum. So the amount for 2018 is not fully known.

C. Potential Partnership with Park & Recreation Department

Jeff reported Mark Schroeder, Department Director, is out of town. This will be discussed at a future meeting.

D. Vision Points for the Advancement of Tourism in Germantown

- a. Carroll Merry put his thoughts to paper to start the conversation toward a Vision for Tourism in Germantown.
- b. Website: the domain [www.visitgermantown.com](http://www.visitgermantown.com) is available; cost to purchase is approximately \$15/year.
- c. Carroll has spoken to a webmaster he works with about the costs for designing and maintaining a website. Design \$2500-\$3500; hosting + maintenance \$250/month.

At this point Jeff Dhein arrived to present for a request. Adair moved/Hughes seconded we interrupt the agenda to go back to Item A. Motion passed unanimously.

A. Request for Funds Oktoberfest by the Germantown Historical Society presented by Jeff Dhein.

- a. Jeff Dhein brought two of the fliers used to promote Oktoberfest for the commission members.
- b. He also presented the Commission with a Thank You plaque for support of this community event. A historical society member donated funds to have these plaques made for supporters.

- c. The items included in this request may not be all the qualifying expenses. Working with volunteers, Jeff feels there maybe invoices/receipts still out there that he just cannot push any harder to obtain at this time.
- d. Further description of the Express News expense. They cover areas beyond Germantown. In addition to the weekly paper, they publish special event pieces such as the Fall/Winter Fun Guide, Summer Fun Guide and others that are distributed on a broader basis than the newspaper.
- e. If Jeff Dhein has any questions as to whether additional "found" receipts qualify for payment, he is welcome to come back to one of our meetings for clarification.

Hughes moved to approve an amount not to exceed \$2,000 for 2018 Oktoberfest; Grgich seconded. Motion passed unanimously.

The Commission returned to discussing Item D.

- d. Maintenance covers posting events and information to the website. Someone would have to let our webmaster know what to post.
- e. Elaine Motl was asked for any insight she could add. Visit Washington County's website has a lot of pages and rotating photos. She indicated the design price sounded very reasonable.
- f. Photos will be very important. They tell the story.
- g. Updating information at \$250/month also sounds reasonable.
- h. Websites do bring business IF they are promoted and people FIND IT.

Rogers moved the Tourism Commission buy the domain [www.visitgermantown.com](http://www.visitgermantown.com) for a 5 year term; Adair seconded. Motion passed unanimously.

- E. Set Future Community Agenda; this will be tabled until after January 1, 2019.
- F. Discussion of Contracting with Outside Agent
  - a. Kim Rath, in her presentation, pointed out to keep in mind State Statute stipulate 51% must go toward tourism and not more than 49% toward payroll.
  - b. Elaine Motl was asked for her thoughts on this position.
  - c. She indicated an outline of what is to be done and a job description will need to be developed. Determine whether tasks are divided or does the hired person do everything.
  - d. What is the long-term goal; marketing goal and steps to get there need to be established.
  - e. The next big event is Mai Fest 2019. This gives the commission time to build to a launch to the community about the availability and how to use tourism funds.
  - f. Social media; Facebook and Instagram should be incorporated as well as the website.
  - g. Consider charging businesses to be listed/advertise on the website. Help to offset operating costs.
  - h. Elaine envisions part of her role is to meet with each event group to help them develop their marketing plan; not do it for them-help them.
  - i. The next step: the commission is asking Elaine to submit a proposal of duties and compensation. Deadline 11/1/18.
- G. Review of Brochure
  - a. Carroll Merry noted several minor changes he made to the brochure since the last vote.
  - b. He presented a quote from Minuteman Press for printing costs.

Hughes moved to have 150 copies of the brochure printed; Rogers seconded. Motion passed unanimously.

Rogers moved to table discussion on purchasing billboard space until after a marketing plan has been created; Merry seconded. Motion passed unanimously.

H. Update on Hotel Representative  
Ryan Rahl, Country Inn & Suites, has applied for the hotel representative position. His application will be voted on at Monday's Village Board meeting.

**5. Next Meeting:** November 1, 2018, 5:30pm

**6. Adjournment:**

The meeting was adjourned by Chairperson Hughes at 7:12pm.

Respectfully Submitted by:  
Lynn Grgich, Secretary