

TOURISM/COMMUNITY BETTERMENT COMMITTEE

Meeting Minutes for 8/11/14

I. Meeting Called to Order:

6:00pm by Al Vanderheiden, Chairman of the Tourism/Community Betterment Committee

II. Members Present:

All members present with the exception of Adair who is excused. The agenda still lists Brownell who is no longer on the committee and did not include new committee member Emily Bergeron who is present.

- **Minutes:** The minutes of the 6/9/14 meeting were approved with the notation that committee member Brady was an excused absence. Motion by Vanderheiden; second by Rogers; and motion carried.
- **New Business:**
 - A. **Request for Funds:**
 1. Germantown Historical Society Oktoberfest \$2,500 presented by Jeff Dhein.
 - This is the 20th Anniversary of Oktoberfest
 - Funds will be used for radio and print advertising
 - Jeff didn't have the specific costs for this year. Their advertising expenses exceed the \$2,500 limit and knows that whatever invoices they submit this is the maximum amount they will receive.
 - The radio station they use is WTKM out of Hartford. They also use the local newspapers. This year they will be using a billboard located approximately where Hwys. 41 & 45 meet southbound.
 - Saturdays they are at or very near capacity. They are working to grow the Sunday attendance and have a few ideas they hope to implement to do so.

Rogers moved to approve up to \$2,500 to the Germantown Historical Society for Oktoberfest; Brady seconded and motion carried.

Brady reminded Jeff to make sure the invoices are submitted for payment within 60 days of the event.

2. Germantown Kiwanis Club 4th of July Second Request up to \$2,500 presented by Lynn Grgich, 4th of July coordinator and Bill Steitz, president of the Kiwanis Club.
 - Bill gave a little background on how the Kiwanis Club came to be the organizers of the 4th of July Festivities.
 - It is understood the fireworks expense cannot be included in requests because the Village already does pay for half that cost.
 - The coordinator expense cannot be covered by tourism funding; considered salary.
 - The first \$2,500 request covered the Port-A-John and Downtown Harrison expenses.

- Sponsorships are down it seems mainly due to a decrease in large business donations and the economy.
- A question was brought up about covering the cell phone expense. The Kiwanis Club doesn't have an office with a phone, so the cell phone serves that purpose. Grgich kept voicemail messages from March through July which, except for 2 or 3, all pertained to the 4th of July Festivities.
- Committee members also wondered why we would pay any parade entries; shouldn't entries pay to be in the parade? The entries that are paid to be in the parade are "entertainment entries" for the benefit of the spectators. These entries are intended to enhance the enjoyment of the parade. People might not come to see one specific clown, but having clowns a part of the parade builds the overall experience.
- It was noted, some people do come for specialty entries such as the corvettes. It might be worth spotlighting special units such as this on the cover of the tabloid which may attract more spectators.
- A comment was made the Menomonee Falls parade is larger, but the Germantown fireworks was a better show.
- Bill noted that Life Church supplies over 100 volunteers to organize the parade line-up.
- Also, thanks to the support of many of the Village departments such as Park & Rec, DPW, police and fire departments to name a few which make this event a success for the community.
- Reviewing the expenses, it was noted a lack of advertising costs. Express News' sponsorship is in-kind advertising, so we are not charged for the ad nor tabloid section for this event.

Brady moved to approve an amount not to exceed \$1,800, excluding expenses to Grgich, Hoell and the cell phone, to the Germantown Kiwanis Club 4th of July Festivities for this second request; seconded by Ciurro. Motion carried; Grgich abstained.

Jeff Dhein asked if it was possible to simplify the process of obtaining funding from this committee for recurring events by automatically budgeting \$2,500 each year to each group. It was explained if there is a year when there are multiple requests that use up the balance set aside for this committee, it is awarded on a first come, first serve basis. Situations change along the way, so application is needed each year.

Bill Steitz inquired about supporting the planting of flowers in medians in past years. In the past, there was a percentage that went to Betterment and a percentage that went to Tourism and there were many more Betterment requests. A review by the Village attorney suggested this committee needed to focus much more on Tourism. Some activities such as planting flowers in the medians will count toward Tourism because it does give an impression of the community to visitors. So requests need to be reviewed on a case by case basis.

3. Germantown Area Chamber of Commerce Germantown Christmas Festival \$2,500 presented by Lynn Grgich, Executive Director of the Germantown Chamber.

- This year's request is increased to the \$2,500 maximum to target more advertising to surrounding communities that may not have their own Christmas parade, to come to Germantown. Specific avenues have not yet been secured, but may include radio and expanding newspaper coverage.
- In reviewing expenses from last year's event, current advertising and promotion expenses exceed the \$2,500.

Brady moved to approve \$2,500 to the Germantown Chamber of Commerce for the Germantown Christmas Festival for advertising and promotion expenses; second by Rogers. Motion was approved; Grgich abstained.

B. An accounting of the Tourism/Betterment Fund was reviewed by the committee.

C. Discussion/action on notifications to community groups of funding availability.

- Inviting a news reporter to one of our committee meetings didn't seem like it would happen.
- Place an ad about fund availability
- Press release: "At this meeting of the Tourism Committee, funds were approved for these requests..."
- Consider an ad in the Christmas Festival tabloid. Grgich will coordinate an ad or article to be included. This event is a great example of the use of funds.
- Do we know of other groups that bring visitors into Germantown?
Sport groups, however, not school functions; would need to be tournament type events. But even these groups, parents and families would follow the team to different cities anyway. Don't really need advertising to get sign-up; these are established events groups seek out to participate in.
- Farmer's Markets: Brady shared she attended a Farmers Market in Appleton which covered four blocks, both sides of the street, and people filled the street. West Bend has a very successful farmers market as well. Ours would need to be expanded somehow to attract visitors. How can we support that?
- Jeff Dhein suggested utilizing a QR code in ads to take folks to a website with more information on the Tourism Committee. The Village may have to develop a page for the Tourism Committee on its website. Even having the application form available to download would be helpful.
- It was also suggested to have a large check made up to present for funding approvals, take a photo and run in the local paper to promote the availability of funds.
- It was also suggested to add instructions to groups applying for funds to present an itemized list of what they are applying for; a list of their anticipated promotional expenses.

Adjournment; the meeting was adjourned at 7:10pm by Chairperson Vanderheiden.

Respectfully Submitted By:

Lynn Grgich