

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

MEETING: **TOURISM / COMMUNITY BETTERMENT
COMMITTEE**

DATE AND TIME: **MONDAY, OCTOBER 27, 2014 6:00 p.m.**

LOCATION: : ****Village Hall Conference Room A****

- I. **CALL TO ORDER:** This meeting has been given public notice in accordance with Wisconsin Statutes, Section 19.83 and 19.84 in such form that will apprise the general public and news media of subject matter that is intended for discussion and action.
- II. **ROLL CALL:** Chairperson Vanderheiden, Members Adair, Bergeron, Brady, Ciarro, Grgich and Rogers
- III. **APPROVAL OF MINUTES:** August 11, 2014 meeting
- IV. **NEW BUSINESS:**
 - A. Requests For Funds:
 1. American Legion
Breakfast With Santa - \$1,600
 2. Washington County Convention and Visitors Bureau
Advertising and Promotion - \$7,500
 - B. Review Guidelines & Possible Changes
 - C. Discussion Of Improvement Of Tourism Website
- V. **ADJOURNMENT:**

***UPON REASONABLE NOTICE**, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service please contact the Village Clerk at (262)250-4740 at least 2 days prior to the meeting.*

Notice is given that a majority of the Village Board may attend this meeting to gather information about an agenda item over which they have decision making responsibility. This may constitute a meeting of the Village Board per State ex rel. Badke v. Greendale Village Board, even though the Village Board will not take formal action at this meeting.

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

GERMANTOWN TOURISM / BETTERMENT FUND
REQUEST FOR FUNDING
CALENDAR YEAR: 2014

Funds may be requested by groups for Tourism Projects (projects or events that will bring visitors to the Village of Germantown).

1. Group Name: American Legion Post No. 1
Address: N120 W15932 Freistadt Rd. Germantown, WI 53022
2. Responsible person's name: Lisa Leider Phone No: 262-573-7902
3. Amount requested: \$1,600.00

MAXIMUM AMOUNT REQUESTED IS \$2500 PER REQUEST

4. Date by which funding is desired: ASAP, to secure the Reindeer exhibit
\$800.00 - by 10/6/14 (Deposit) \$800.00 by 12/14/14 Final Payment

Please complete this form in its entirety. Also, please submit an estimate for the project for approval. Upon completion of the project, receipts submitted will be matched against the detail costs to verify the final expenditure. Note the guidelines for funding requests listed on the reverse side of this form.

Event or project description: (Please provide details regarding your event or project)

The American Legion is Working with the Kiwanis Club of Germantown to hold their annual Breakfast With Santa. This family friendly event will be held Sunday, December 14, 2014 from 8:00am - Noon. It will be an all-you-can-eat pancake breakfast. To enhance visibility and promotion we would like to provide the Reindeer Goals of your event/project: exhibit for the full four hours.

To increase awareness of the Kiwanis and to bring tourism to Germantown during the holiday season. This has proven to be a positive family fun event.

Cost Details: \$800.00 to be paid asap to secure Reindeer. \$800.00 - Dec 14, 2014
The Reindeer games charge \$400.00 per hour / \$1,600.00 for the whole event. They request that half is paid for the deposit and the other half is to be paid the day of the event.

2nd or 3rd year applicants - please describe the results of the previous year's event/project:

Overall, we were very pleased with the attendance as well as the Reindeer Games. Kids absolutely loved it! There were approximately 600 people who came through the doors, and we anticipate a much higher number this year due to the success and advertising.

**Agreement Between
Marketch, LLC., d/b/a Reindeer Games
and
Germantown Kiwanis**



Dec 14, 2014, Sunday, 8am-12pm

This AGREEMENT, made and entered, on Monday, October 06, 2014, by and between Marketch, LLC. d/b/a hereinafter referred to as Reindeer Games ("Reindeer Games"), a limited liability company located at 5751 East Waterford Road, Hartford, Wisconsin 53027 and Judy located at , Germantown, WI, hereinafter referred to as "Customer."

CONTRACT

In consideration of the mutual promises herein contained, the parties have agreed and do hereby enter into this agreement according to the provisions set out herein:

Reindeer Games will provide the following services:

1. An outdoor decorated display with two reindeer. An elf with a third reindeer will pose for photos with your guests. We will charge \$10 per digital photo taken. We will print 4" x 6" photos on-site. The exhibit shall be located at a place to be determined on Dec 14, 2014, Sunday from 8am to 12pm.
2. Supply and set up a pen area to contain the reindeer. The set up will include a Holiday/Christmas theme.
3. Members of Reindeer Games staff will monitor and control the reindeer. At least one staff member will be in the pen area with the reindeer at all times.
4. No individuals other than Reindeer Games staff shall be allowed in the pen area. Physical touching of the animals is not permitted.
5. Upon completion of the exhibition, Reindeer Games staff will remove the pen area, clean up and return the grounds to the original condition.

The Customer will provide:

1. Suitable space and area that is acceptable to Reindeer Games staff to set up.
2. Access to electricity, free of charge, which may be needed for the exhibit.

Fee:

The Customer shall compensate Reindeer Games a total charge of 1600. Cost is \$400 per hour. One-half (1/2) of the fee shall be paid upon the execution of this contract. The balance of the fee shall be due and payable upon arrival. This contract for services is binding upon both parties upon execution of this contract. Deposit will not be refunded if exhibit is cancelled. However, Reindeer Games will not ask for balance of payment due.

Miscellaneous:

- Our herd is registered with the Wisconsin Department of Agriculture, Trade and Consumer Protection #128351-AC. Our USDA license number is 35-C-0177.
- Appropriate animal health tests/exams will be performed prior to the event as per state/federal regulation. Any required veterinary certificate(s) will accompany the reindeer.
- In accordance with current Wisconsin state regulations, our herd is CWD accredited, TB-free accredited and Brucellosis-free certified.
- Reindeer Games will provide commercial liability insurance. A copy of the certificate of insurance evidencing the amount of liability insurance in force is available upon request

Other Essential Terms:

1. Reindeer Games is an independent contractor and are not employees of the Customer. As such Reindeer Games shall be responsible to pay all applicable local, state and federal taxes upon payment of services.
2. Reindeer Games and the Customer hereby mutually agree to indemnify, defend, including attorney fees, and hold harmless the other party from any and all claims for injury and damages arising from the performance of this contract which are attributable to negligent acts of the other party including their owners, employees and agents.
3. The terms and conditions of this contract shall be construed in accordance with the laws of the State of Wisconsin and only Wisconsin courts shall have jurisdiction over any action or performance of this contract.

By: Marketech, LLC., d/b/a Reindeer Games**By: Judy from Germantown Kiwanas**

Cynthia M. Phillips

Date

Judy

Date

Reindeer Games • 5751 East Waterford Road • Hartford, WI 53027 • 262/670-9515

www.reindeergames-wi.com*"Believe"*

GUIDELINES

1. Applicants must be a Germantown resident, civic organization or business.
2. Funds shall not be used for fundraising functions. However, they may be used in conjunction with funds raised by such functions for projects or improvements.
3. Funds shall be used for improvements, events or marketing materials that promote tourism in the Village..
4. All funds are to be used in the year in which they are approved.
5. Any unused funds in the calendar year will be carried over to the next succeeding years budget
6. If a project received funding from another budget within the Village, it will not qualify for funds from the Tourism/Betterment Fund (ie., including but not limited to library or park projects, including capital improvements).
7. All receipts must be submitted to the Village Clerk within 60 days of approval or of the day of the event for reimbursement. (Washington County Convention and Visitor's Bureau may submit their current budget [revenues/expenses] as acceptable proof of expenditures to validate their claim for reimbursement [Per General Government & Finance Committee 2/22/05]). **Failure to submit receipts within 60 days of approval or of the day of the event shall result in a forfeit of funding.**
8. Upon approval, any advertising and projects must display: "Sponsored in part by Village of Germantown Tourism/Betterment Fund."
9. While a group may submit more than one request, funds will be allocated at the discretion of the Committee.
10. A representative from your organization must be present at the Tourism/Betterment meeting when funds are requested. A notice will be sent out via mail two weeks in advance of the date, time, and location of the meeting.

Adopted: 6/01/93
Revisions: 6/17/93, 7/30/93, 8/16/93, 11/02/98
Revised: 6/20/00 (per guidelines adopted 2/21/00 by Village Board), 11/18/02,
2/25/05 (per General Government & Finance Committee)
8/28/07 (per guidelines adopted 9/17/07 by the Village Board)
12/10/08
2/6/10

**GERMANTOWN TOURISM / BETTERMENT FUND
REQUEST FOR FUNDING
CALENDAR YEAR: _____**

Funds may be requested by groups for Tourism Projects (projects or events that will bring visitors to the Village of Germantown).

1. Group Name: _____
Address: _____ Germantown, WI 53022
 2. Responsible person's name: _____ Phone No: _____
 3. Amount requested: _____
- MAXIMUM AMOUNT REQUESTED IS \$2500 PER REQUEST**
4. Date by which funding is desired: _____

Please complete this form in its entirety. Also, please submit an estimate for the project for approval. Upon completion of the project, receipts submitted will be matched against the detail costs to verify the final expenditure. Note the guidelines for funding requests listed on the reverse side of this form.

Event or project description: (Please provide details regarding your event or project)

Goals of your event/project:

Cost Details:

2nd or 3rd year applicants – please describe the results of the previous year's event/project:
