

TOURISM/COMMUNITY BETTERMENT COMMITTEE

Meeting Minutes for 10/27/14

I. Meeting Called to Order:

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

II. Members Present:

All members present.

- **Minutes:** The minutes of the 8/11/14 meeting were approved on a motion by Brady; second by Adair; and motion carried.
- **New Business:**
 - A. **Request for Funds:**
 1. American Legion Post No. 1, \$1,600 presented by Lisa Leider representing the Post and Vicki Lentz representing the Kiwanis Club.
 - The American Legion Post is working with the Kiwanis Club to hold the second annual Breakfast with Santa.
 - The request is to secure the live reindeer exhibit for the event.
 - Advertising is being placed in the Washington County Post, GermantownNow, and placemat fliers in various restaurants from now until the breakfast.
 - The contract is between the Reindeer Games and the Kiwanis Club. It was questioned whether the Kiwanis should be requesting the funds.
 - Kiwanis Club was concerned about making too many requests of the Tourism Committee.
 - The live reindeer are a huge draw and the Legion will benefit from the exposure they and this event bring to the hall.
 - It was suggested the contract be amended to be with the Germantown American Legion Post #1 to match this funding request. Upon receipt of the corrected, signed contract at the Clerk's office, the funds may be released.

Rogers moved, with a new contract between Reindeer Games and the Germantown American Legion Post #1, to approve two \$800 advances to the Germantown American Legion Post #1 in advance of the event; Ciurro seconded and motion carried. It was noted releasing the funds in advance of the event is an exception to the guidelines due to these circumstances.

At this time, Al Vanderheiden brought up for discussion the Legion is working on bringing The Moving Wall, a Vietnam Veteran Wall, to Germantown in 2016. A deposit is required to get on the schedule and will need to be sent in this year, 2014.

- The wall has not been in this immediate area recently
- Total estimated amount needed is \$30-\$50,000; many factors affect the final amount
- Average attendance is 30,000
- It was suggested Lisa complete and submit an application to this committee for the deposit ASAP!

2. Washington County Convention & Visitors Bureau, \$7,500 presented by Elaine Motl, Executive Director of the WCCVB.

Elaine started out by showing the committee all the different advertising opportunities used by the WCCVB and how Germantown was featured in them.

- Because of the annual support Germantown gives the WCCVB, our community is featured many times in the annual Visitors Guide, as well as very prominently on the back cover of the guide.
- Key, Milwaukee Rally, Circle Wisconsin conference, the Chicago Daily Herald newspaper did a feature on Holy Hill and Germantown, and there was an article and ad in a north Chicago suburb on Oktoberfest.
- The request is the same amount that it was last year.
- The WCCVB will continue to target the same market, northern suburbs of Chicago, which is prudent for a few years before moving to a new area.
- The organization is looking to refresh its website in 2015; last time done in 2011
- WCCVB funding is received from:
Washington County \$45,000; West Bend, \$5,000; Jackson, \$4,000; Richfield, \$2,500; Germantown, \$7,500
- Other municipalities are members @\$250/year. They may **buy an ad** if it looks like they are getting promotion, too.
- The major funding communities are the ones that are featured in ads.
- Elaine closely monitors those communities who contribute and their promotions.

Brady moved to recommend approval to the Village Board of \$7,500 to the Washington County Convention & Visitors Bureau for 2015; Ciurro seconded; motion carried.

NEW BUSINESS

B. At this time, Al Vanderheiden brought up whether any changes needed to be made to the application and guidelines for funding requests of this committee.

- The guidelines indicate a Germantown resident could apply for funds
- Funds for improvements are mentioned in several areas; is this the same as betterment. Some betterment projects do attract visitors.
- Reword request for a breakdown of financials from the past 2 or 3 years
- The committee will review this at our next meeting

NEW BUSINESS

C. Joe Masiarchin, Village Park & Rec Department, presented on the Village's website and how our committee can begin to utilize it more.

- Under contract, the website look is updated every 4 years
- The Tourism Committee can add to our page, i.e. Application for Funding
- The Village doesn't have a designated individual to edit/create on the website.
- We can appoint someone from our committee to get trained to do so
- Suggested a listing of projects that have been approved and received funding possibly with a photo from the event to show others what is possible
- Tourism Committee is under;

- 1. Government; Standing Committees
- 2. Also under Residents and Attractions
- The Germantown News page would also be a good spot to be used by our committee for events. It is the #1 visited page by visitors to the website

Adjournment; the meeting was adjourned at 7:30pm by Chairperson Vanderheiden.

Respectfully Submitted By:

Lynn Grgich