

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

MEETING: **TOURISM / COMMUNITY BETTERMENT
COMMITTEE**

DATE AND TIME: **MONDAY, NOVEMBER 10, 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, Ciurro, Grgich and Rogers
- III. **APPROVAL OF MINUTES:** October 27, 2014 meeting
- IV. **NEW BUSINESS:**
 - A. Requests For Funds:
 1. American Legion Post No. 1
The Moving Wall - \$2,500
 - B. Discussion and Possible Action on Policies
- 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 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; Ciarro 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; Ciarro 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

**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: \$2,500.00

MAXIMUM AMOUNT REQUESTED IS \$2500 PER REQUEST

4. Date by which funding is desired: As soon as TMW contract is received, est. November 2014.

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 Moving Wall (TMW) - is the half-size replica of the Washington, DC Vietnam Veterans Memorial. This traveling wall will visit
for approximately one week and be displayed four to five days. The location we are looking to display TMW is at Firemen's Park. We
are estimating TMW to attract approximately 30,000 - 50,000 people. Including tours from multiple schools within and outside the
Germantown school district. It will be open to the public 24/7 and need security the entire time. Our requested date is Veterans Day 2016, if
that time frame is not available, we requested a visit anytime between Mid-October to November. Even after the contract is signed and the
deposit is paid, we won't have a concrete display date from TMW headquarters until December 2015 or January 2016.

Goals of your event/project:

To bring hope and healing for veterans, military and their families. Many people who visit TMW have never had the opportunity to
make it to DC to see the actual Memorial Wall. The purpose of TMW is about remembering 58,000 people who died in service to
their country. We have two people on TMW from Germantown and approximately 13 total from Washington County.

Cost Details:

As of 2014, the cost to display TMW is \$5,000. A deposit of \$2,500 is required with a signed contract in order to secure our date.
We are expecting the contract to arrive by mid November and would need to pay the \$2,500 at that time. The remaining \$2,500 is
due when TMW arrives in 2016.

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