

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

MEETING: **TOURISM / COMMUNITY BETTERMENT
COMMITTEE**

DATE AND TIME: **MONDAY, MARCH 9, 2015 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:** November 10, 2014 meeting
- IV. **NEW BUSINESS:**
 - A. Election of Secretary for Tourism/Community Betterment Committee
 - B. Requests For Funds:
 1. Historic Preservation Commission
\$423 – Printing of Brochures
 2. Kiwanis Club of Germantown
\$2,500 – 4th of July Celebration
 3. Deutschstadt Heritage Foundation
\$2,500 – Mai Fest Festival
 - C. Review of Financial Balances
- 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 11/10/14

I. Meeting Called to Order:

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

II. Members Present:

All members present except Bergeron

- **Minutes:** The minutes of the 10/27/14 meeting were approved removing the second bulleted item under The Moving Wall discussion regarding "estimated amount needed...", on a motion by Ciurro; second by Adair; and motion carried.
Corrected minutes following.

- **New Business:**

- A. **Request for Funds:**

- 1. **American Legion Post No. 1, \$2,500** presented by Al Vanderheiden representing the Post.

- Al has visited The Moving Wall when it was in Port Washington; it was a very worthwhile exhibit. Attracted many visitors.

Rogers made a motion to make an exception and approve the advancement of \$2,500 upon receipt of the contract by the American Legion Post No. 1 to display TMW in Germantown; Ciurro seconded; Vanderheiden abstained; motion carried.

- B. Discussion and possible Action on Policies

- Request for Funding application with suggested changes to be submitted at a future time in order to accommodate getting minutes to Clerk's office in a timely manner for The Moving Wall funding request.

Adjournment; the meeting was adjourned at 6:40pm by Chairperson Vanderheiden.

Respectfully Submitted By:

Lynn Grgich

Corrected minutes from 10/27/14:

TOURISM/COMMUNITY BETTERMENT COMMITTEE
Corrected 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:**

- C. **Request for Funds:**

- 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
 - Average attendance is 30,000
 - It was suggested Lisa complete and submit an application to this committee for the deposit ASAP!

- 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: 2015

RECEIVED

JAN 18 2015

OFFICE OF VILLAGE CLERK
VILLAGE OF GERMANTOWN

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

1. Group Name: HISTORIC PRESERVATION COMMISSION
Address: 1112 W 17001 MEQUON ROAD Germantown, WI 53022
2. Responsible person's name: DENISE HOINACKI Phone No: 251-8513
3. Amount requested: \$ 423.00

MAXIMUM AMOUNT REQUESTED IS \$2500 PER REQUEST

4. Date by which funding is desired: AT ANY TIME

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)

WE ARE ASKING FOR FUNDS TO COVER THE COST TO PRINT AN
UPDATED DRIVEBY BROCHURE. THE BROCHURE HIGHLIGHTS THE
CURRENT PROPERTIES THAT HAVE RECEIVED GERMANTOWN'S HISTORIC
DESIGNATION. THERE ARE (3) ADDITIONAL PROPERTIES THAT
WILL BE ADDED. THE ORIGINAL BROCHURE WAS 8 1/2 X 11, THE NEW BROCHURE
WILL BE 8 1/2 X 15.

Goals of your event/project:

THE HISTORIC PRESERVATION COMMISSIONS GOAL IS TO FULLFILL
ITS ROLE TO PROTECT & ENHANCE VILLAGE ATTRACTIONS TO RESIDENT
TOURISTS & VISITORS. (SEE ATTACHED 26.01 - PURPOSE AND INTENT.)

Cost Details:

THE COST FOR (500) DOUBLE PARALLEL FOLD BROCHURES IS \$423.00
THEY WILL BE PRINTED BY LANGE PRINTING, INC. OF GERMANTOWN.
(SEE ATTACHED ESTIMATE).

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

WE FIRST APPLIED FOR FUNDS IN 2012. AT THAT TIME (1,000)
FULL COLOR TRI-FOLD BROCHURES WERE PRINTED. THE SUPPLY IS
NOW DEPLETED AND THERE ARE ADDITIONAL PROPERTIES TO ADD.

Denise Hoinacki

From: Tom Lange <langeprinting@sbcglobal.net>
Sent: Tuesday, December 09, 2014 2:38 PM
To: Denise Hoinacki
Subject: Re: quote

Hi Denise,
The flat sheet size is approximately 8 1/2 x 15" (folded to 3 1/2 x 8 1/2"). The paper is 80# dull coated stock.
Thank you
Mary
On Dec 8, 2014, at 12:38 PM, Denise Hoinacki wrote:

> Mary,
> On the quote could you include the paper size, number of folds, etc.
> We will need this information included on the quote for the meeting.
> Thank you.
>
> Denise
> Sent from my iPhone
>
>> On Dec 8, 2014, at 10:48 AM, Tom Lange <langeprinting@sbcglobal.net>
>> wrote:
>>
>> Good Morning Denise,
>> the cost to print 500 brochures will be \$423.00. 1,000 is \$709.00.
>> If you have any question please let me know.
>> Have a nice day!
>> Mary
>> Lange Printing, Inc.
>> 262-255-2260

26.01 - PURPOSE AND INTENT.

It is hereby declared a matter of public policy that the protection, enhancement, perpetuation and use of improvements or sites of special character or special historical interest or value is a public necessity and is required in the interest of the prosperity, safety and welfare of the people. The purpose of this chapter is to:

- (1) Effect and accomplish the protection, enhancement and perpetuation of such improvements, sites and districts which represent or reflect elements of the Village's cultural, social, economic, political, architectural, archeological and geologic history.
- (2) Safeguard the Village's historic and cultural heritage, as embodied and reflected in such historic structures, sites and districts.
- (3) Foster civic pride in the notable accomplishments of the past.
- (4) Stabilize and improve property values.
- (5) Protect and enhance the Village's attractions to residents, tourists and visitors, and serve as a support and stimulus to business and industry.
- (6) Improve and enhance the visual and aesthetic character of the Village.
- (7) Educate the public regarding the need and desirability of a Village historic preservation program and its enhancement of the quality of life.

RECEIVED

GERMANTOWN TOURISM / BETTERMENT FUND
REQUEST FOR FUNDING
CALENDAR YEAR: 2015

FFR 06 2015

OFFICE OF VILLAGE CLERK
VILLAGE OF GERMANTOWN

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

1. Group Name: Kiwanis Club of Germantown
Address: P.O. Box 531 Germantown, WI 53022
2. Responsible person's name: Lynn Grigich Phone No: 262-347-9901
3. Amount requested: \$2500.00

MAXIMUM AMOUNT REQUESTED IS \$2500 PER REQUEST

4. Date by which funding is desired: 7-15-15

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)

Annual 4th of July celebration for the community which includes
parade, festivities at the park (Firemen's Park) and fireworks. Park
activities include food & beverages for purchase, entertainment -
professional and local pops & music, inflatables & kid games.

Goals of your event/project:

Provide a hometown gathering and activities for the
community with entertainment and activities for both residents
and visitors.

Cost Details:

see attached

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

2014 was a successful year due to great weather. The parade
had just about the same number of units, the food and beverage
vendors at the park all had good sales, sponsorships were slow in
coming in but a couple last minute businesses helped our event.

4th of July
Income/Expense
2014

Description	Amount		Income	Expense	Net
SPONSORS see list	10,796				
25 Sportsmen Club	523				
Sponsor Totals			11,319	0	11319
PARADE					
Income see list entry fees	1075				
Expense					
Gerlach Stiltwalkers	150				
Mary Ernst-Petals the Clown	75				
Wisconsin Corvette Club	100				
FASTSIGNS: magnetic signs	163				
FASTSIGNS: float breakdown	78				
Banners	200				
General Comm: radios	316				
Parade Totals			1075	1082	-7
PARK					
Income: vendors fees	550				
Income: vendors royalty sales	2,507.91				
25 Sportsmen Club 15%	918.43				
Expense					
Port-A-John	1,426.00				
Accompany of Kids	350				
Downtown Harrison	900				
	2,676.00				
Park Totals			3976.34	2676	1,300.34
Other Expenses					
postage	204				
office supplies; labels, envelopes	57				
copies:letter, entry forms	80	Express News			
cell phone: 4mos@\$35	140				
Lynn Grgich	3000				
Anne-Marie Hoell	1000				
Total Other Expenses				4481	-4481
Sub Totals			16370.34	8239	8131.34
Bartolotta Fireworks	7,895.00			7,895.00	
GRAND TOTALS			16,370.34	16134	236.34

RECEIVED

FEB 17 2015

OFFICE OF VILLAGE CLERK
VILLAGE OF GERMANTOWN

GERMANTOWN TOURISM / BETTERMENT FUND

REQUEST FOR FUNDING
CALENDAR YEAR: 2015

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

1. Group Name: DEUTSCHSTADT HERITAGE FOUNDATION
Address: N112W16240 MEQUON RD. Germantown, WI 53022
2. Responsible person's name: CHARLES HARGAN Phone No: 262-255-2381
3. Amount requested: \$2500.00

MAXIMUM AMOUNT REQUESTED IS \$2500 PER REQUEST

4. Date by which funding is desired: MAY 1st

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)

MAIFEST: A GERMAN ETHNIC FESTIVAL THAT
CELEBRATES THE END OF PLANTING SEASON, SIMILAR TO
OCTOBERFEST CELEBRATES THE HARVEST SEASON.

Goals of your event/project:

PROVIDE MUSICAL ENTERTAINMENT FOR GERMANTOWN AND
~~SURROUNDING AREA~~ SURROUNDING AREA. FOOD * ENTERTAINMENT RAISES
SOME FUNDS FOR NON-PROFIT DONATIONS.

Cost Details:

TENT, TABLES * CHAIRS, DANCE FLOOR * ENTERTAINMENT
TOTAL OVER \$10,000. INSURANCE FOR TOTAL COVERAGE IS
OVER \$200.00

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

THE 2014 MAIFEST WAS A SUCCESS. THE
WEATHER WAS OKAY WHICH HELPS DECIDE HOW IT GOES.

Tourism/Betterment Fund

2014

Carried over from 2013	\$ 41,644.81
Allocated for 2014	\$ 29,179.00
Total amount for 2014	\$ 70,823.81

Maximum amount to be requested \$2,500
Exception for Washington Co. Visitors Guide \$5,000

January 1, 2014	BEGINNING BALANCE	\$70,823.81
------------------------	--------------------------	--------------------

<u>Meeting</u>	<u>Approved</u>	<u>Paid</u>	<u>Date</u>
<u>WASHINGTON COUNTY CONVENTION & VISITORS BUREAU - FOR 2014</u>			
Advertising and Promotion approved at 10/14/2013 Tourism and 11/18/13 Village Board	7,500.00	\$ 7,500.00	2/15/2014
 <u>3/10/2014</u>			
<u>KIWANIS CLUB OF GERMANTOWN</u>			
4th of July Celebration	2,500.00	\$ 2,326.00	7/23/2014
Cost not used add back in	(174.00)		
 <u>DEAUTSCHSTADT HERITAGE FOUNDATION</u>			
2014 Mai Fest	2,500.00	\$ 2,500.00	6/5/2014
 <u>6/9/2014</u>			
<u>IMAGINATION THEATRE OF GERMANTOWN</u>			
2014 Production of Into the Woods	2,500.00	\$ 2,500.00	6/17/2014
 <u>8/11/2014</u>			
<u>GERMANTOWN HISTORICAL SOCIETY</u>			
2014 OKTOBERFEST	2,500.00	\$ 2,500.00	11/14/2014
 <u>GERMANTOWN KIWANIS CLUB</u>			
4th of July Celebration - 2nd request	1,800.00	\$ 1,716.00	8/25/2014
Not used add back in	(84.00)		
 <u>GERMANTOWN CHAMBER OF COMMERCE</u>			
2014 Christmas Festival	2,500.00	\$ 2,500.00	1/5/2015
 <u>10/27/2014</u>			
<u>AMERICAN LEGION</u>			
Breakfast With Santa	1,600.00	\$ 800.00	10/30/2014
		\$ 800.00	11/17/2014

<u>Washington County Convention and Visitors Bureau</u>	
2015 - Advertising and Promotion	7,500.00

THIS IS FOR 2015

<u>11/10/2014</u>	
<u>AMERICAN LEGION POST NO. 1</u>	
The Moving Wall	2,500.00

NOT REQUESTED OR PAID IN 2014

TOTAL ALLOCATED	33,142.00
------------------------	------------------

Paid out to date	\$ 23,142.00
------------------	--------------

BALANCE TO DATE	\$ 47,681.81
------------------------	---------------------

Tourism/Betterment Fund 2015

Carried over from 2014	\$ 47,681.00
Allocated for 2015	\$ 29,246.00
Total amount for 2014	\$ 76,927.00

Maximum amount to be requested \$2,500
Exception for Washington Co. Visitors Guide \$5,000

January 1, 2015	BEGINNING BALANCE	\$76,927.00
------------------------	--------------------------	--------------------

<u>Meeting</u>	<u>Approved</u>	<u>Paid</u>	<u>Date</u>
----------------	-----------------	-------------	-------------

WASHINGTON COUNTY CONVENTION & VISITORS BUREAU - FOR 2015

Advertising and Promotion 7,500.00
approved at 11/10/2014 Tourism and 11/17/14 Village Board

11/10/2014

AMERICAN LEGION POST NO. 1

The Moving Wall	2,500.00	NOT REQUESTED OR PAID IN 2014
-----------------	----------	-------------------------------

3/9/2015

Historic Preservation Commission

Printing of Brochures

Kiwanis Club of Germantown

4th of July Celebration

Deutschstadt Heritage Foundation

Mai Fest Festival

TOTAL ALLOCATED	10,000.00
------------------------	------------------

Paid out to date	\$ -
------------------	------

BALANCE TO DATE	\$ 76,927.00
------------------------	---------------------