

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

MEETING: **TOURISM / COMMUNITY BETTERMENT
COMMITTEE**

DATE AND TIME: **MONDAY, JUNE 15, 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 Hughes, Members Adair, Bergeron, Brady, Ciurro, Grgich, Merry and Rogers
- III. **APPROVAL OF MINUTES:** March 9, 2015 meeting
- IV. **NEW BUSINESS:**
 - A. Election of Secretary for Tourism/Community Betterment Committee
 - B. Requests For Funds:
 1. Germantown Area Chamber of Commerce
\$2,500 – Annual Christmas Festival
 2. Imagination Theatre of Germantown
\$2,595 – Musical Production – Seussical The Musical
 - C. Discussion/Action on Policy Revisions
 - D. 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 03/09/15

I. Meeting Called to Order:

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

II. Members Present:

All members

- **Minutes:** The minutes of the 11/10/14 meeting were approved
- **New Business:**
 - A. **Election of Secretary for Tourism/Community Betterment Committee**
Adair moved to hold over this election to the next committee meeting under the new chairman; Ciarro seconded and motion carried.
 - B. **Request for Funds:**
 - 1. **Historic Preservation Commission \$423 for printing of Brochures** presented by Denise Hoinacki.
 - Three new properties have been added to receive the Germantown Historic Designation and a fourth is in the works.
 - To accommodate all the properties, the brochure is being expanded to a four-panel brochure.
 - The initial supply of 1,000 brochures printed in 2012 is depleted.
 - The bid is for 500 brochures to add the new properties and be ready for another supply after the fourth property is approved.
 - The brochures are distributed through Washington County Convention & Visitors Bureau, Washington County Historical Society, Bell Museum, Village Hall, local hotels, Germantown Community Library and the Germantown Chamber. The brochure pdf is also available to be downloaded from the Chamber website.
 - A local printer, Lange Printing, Inc. of Germantown gave the bid of \$423
 - Ciarro moved to approve \$423 for printing 500 updated brochures of Germantown Historic Properties; Brady seconded; motion carried unanimously.
 - 2. **Kiwanis Club of Germantown Requesting \$2,500 for 4th of July Festivities** presented by Lynn Grgich, Event Coordinator
 - This annual community event brings in many visitors, families and friends from outside of Germantown.
 - This request covers costs for items of entertainment which each group also brings its following of fans and families to our celebration; Accompany of Kids, Downtown Harrison
 - Also the port-a-john expense is covered by this request.
 - It was questioned whether or not the Tourism Committee funding is included on banners carried in the parade. The answer is not known.

Rogers moved to approve \$2,500 to the 4th of July Festivities to cover expenses of Downtown Harrison, Accompany of Kids, and Port-A-John; Adair seconded; Grgich abstained and motion carried.

3. Deutschstadt Heritage Foundation \$2,500 request for Mai Fest presented by Charles Hargan

- Mai Fest is the first outdoor festival of the season and brings in many visitors from outside of Germantown
- There is advertising on WTKM radio, Polka Boosters Club, brochures with the entertainment schedule are printed, and other media is used.
- Expenses for the tent, tables & chairs, the dance floor and entertainment total over \$10,000.
- A request was made for a list of last year's expenses to help the committee identify promotional expenses.

Ciurro moved to approve \$2,500 to Deutschstadt Heritage Foundation for Mai Fest to cover advertising costs with any remaining funds going toward the tent rental expense; Bergeron seconded and motion carried.

C. Review of Financial Balances

- The committee was provided a report of the funds approved and paid for 2014; any not requested and one request for 2015 funds.
- The request for The Moving Wall wasn't made because a contract has not yet been received. They will resubmit their request when appropriate.

Adjournment; the meeting was adjourned at 6:43pm by Chairperson Vanderheiden.

Respectfully Submitted By:

Lynn Grgich

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

RECEIVED

MAY 27 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) or Betterment Projects (projects that will improve the quality of life for the residents of the Village).

1. Group Name: Germantown Area Chamber of Commerce
Address: PO Box 12, Wisconsin 1251 Pilgrim Road Germantown, WI 53022
2. Responsible person's name: Lynn Gratch Phone No: 262-255-1812
3. Amount requested: \$2500.00

MAXIMUM AMOUNT REQUESTED IS \$2500 PER REQUEST

4. Date by which funding is desired: November 30, 2015

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 community Christmas Festival made up of 5K Candy Cane Run/Walk, Christmas Parade and Tree Lighting Activities. Taking advantage of milder weather, this event is held the second Saturday of November in advance of deer hunting and other holiday events filling families' schedules.

Goals of your event/project:

A full day of activities, offering something for all ages, to bring the community to gather with family, friends and visitors to enjoy the Village of Germantown.

Cost Details:

See attached

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

Since all these activities are held outside, weather plays a big part in determining attendance. The 5K run/walk does bring visitors/participants from Brookfield, West Bend, etc. as it is promoted on Turner websites. The parade draws from surrounding areas as well, do to some of the units i.e. Racing Sausages, costumed characters, etc. The Tree Lighting offering free horse-drawn carriage rides, cookies & hot chocolate and oh yea,

visits with Santa is well attended!

[illegible]

EXPENSES; parade & tree lighting	2014	2013	2012	2011
Entries				
GHS band, bus transportation	350	350	340	
River City Christmas Brass Band	300	250	250	
Gtown American Legion	50	50	50	
Newbie the Clown	75	50		
Character costumes	316.8		1200	
Milwaukee Brewers Sausages & Bernie	350	350	350	
Wis Lutheran College Power Surge Dance Te	200			
VFW State Color Guard	85	80		
Billy Bear Circus Band Wagon	250			
Gerlach Stilt Walkers	150	150	150	
Total entry fees	2126.8	1280	2340	1175
Other Parade Expenses				
parade permit	15	15	15	
Deutschstadt Heritage Sign rent				
printing entry form, cover letter, envelope	93.52		63.36	
grocery bag fliers	40		21.12	
fliers for daycares & elementary schools	160		63.36	
extra ads calling for entries	200		\$100	
1/4 page ad 4 wks prior	248		224	
3/4 page ad week prior to event + 1/4 page	754		530	
thank you ad following parade	704		704	
Tabloid Ads	3129.5		2437	
Express News eblast & text blast	388.5		\$70	
Journal Sentinel 1/4 page ad	240			
Posters	89	94	93.98	
signs: car signs, banners	378.93	386	110.88	
signs: float signs	100			
Total other expenses Parade	6540.45	4799	3614.2	4382.5
Tree Lighting Expenses				
Hoof Beats, carriage rides	940		512	
cookies	131.35	donated	15	
supplies: cider, cups, napkins	128.73	130	24	
signs: carriage rides & Welcome		229		
Total Tree Lighting Expenses	1200.05	1259	551	510
Total Expenses Parade + Tree Lighting	9867.3	7338	6505.2	6067.5
Net Income/Loss Parade + Tree Lighting	2732.7	2062	1506.8	1972.59

[illegible]

RECEIVED

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

JUN 02 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: Imagination Theatre of Germantown
Address: Po Box 271 Germantown, WI 53022
2. Responsible person's name: Eric J Salter Phone No: 262 271 6892
3. Amount requested: \$ 2595.00

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)

see attached

Goals of your event/project:

see attached

Cost Details:

see attached

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

Last year we performed 10 performances with 2 casts (adult + young performers) of the musical "Into The Woods". 20% of our audience was from Germantown. Total of 28% from Washington County. 15% from Milwaukee County and the remainder from Waukesha + Ozaukee Counties. The funds we received allowed us to cover royalty costs + put on an excellent production.

May 30, 2015

**GT Tourism & Betterment Fund Application
From IMAGINATION THEATRE OF GERMANTOWN**

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

This is our eighth season as Germantown's community theatre. Despite the lack of any traditional theatre performance space, we continue working hard to bring live theatre to our community. After bouncing from place to place (in and out of Germantown) for our first five years, we are now completing our third straight year performing at The Lutheran Church of the Living Christ on Pilgrim Road. They are very accommodating; a good partner with whom to work.

This summer we will be producing SEUSSICAL THE MUSICAL – a Broadway musical about the characters from multiple Dr. Seuss books; focusing on Horton the Elephant. We will be casting 25-30 people of various ages (children and adults), and offering seven performances at the end of July through the beginning of August.

Goals of your event/project:

Our goal is to continue bringing quality theatre to this community. This accomplishes multiple things – giving people in our community an opportunity to be involved in the arts as a performer or volunteer or patron; providing quality entertainment at a reasonable price to our community; reminding our community that involvement in the arts builds confidence, work ethic, and success; and, to bring more people into our community.

In the last 2 years, we have seen roughly 20% of our audience come from Germantown, and a total of 28% from Washington County. The balance has come largely from Waukesha and Ozaukee counties, plus approximately 15% from Milwaukee County.

We hope to continue growing our home audience, while large numbers still travel to Germantown for the experience.

Cost Details:

The royalties charged by Music Theatre International are \$2,595. Other fees (staff, set, music, lighting, printing, etc.) will be roughly \$10,000. We hope that the Tourism & Betterment Fund can see the value in this and assist us in paying a portion of the royalties. You have contributed each of the past two years, which was helpful and appreciated. We would be thrilled if similar funding could be provided this year.

We thank you for your consideration and look forward to hearing from you soon.

Eric Salter – President

Imagination Theatre of Germantown

EMAIL imaginationtheatre@yahoo.com

TEL 262-271-6892



MUSIC THEATRE INTERNATIONAL

421 w. 54th st. • new york, ny 10019 • (o) 212.541.4684 • (f) 212.397.4684 • licensing@mtishows.com • www.mtishows.com

Your statement is included in the email.

IMAGINATION THEATRE
ATTN: ACCOUNTS PAYABLE
PO BOX 271
W 142 N10646 MAGNOLIA DRIVE
GERMANTOWN,WI 53022
UNITED STATES
Attn: HEIDI SALTER

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You can access your "My MTI" account by logging in at mtishows.com/mymti. View and print your account invoices and pay outstanding balances with a credit card or online check! It's quick and easy!

Get started today by contacting your account representative for your Username and Password.



MUSIC THEATRE INTERNATIONAL

ACCOUNT STATEMENT

421 w. 54th st. • new york, ny 10019 • (o) 212.541.4684 • (f) 212.397.4684 • licensing@mtishows.com • www.mtishows.com

Licensee Billing Address
 IMAGINATION THEATRE
 ATTN: ACCOUNTS PAYABLE
 PO BOX 271
 W 142 N10846 MAGNOLIA DRIVE
 GERMANTOWN, WI 53022
 UNITED STATES
 Attn: HEIDI SALTER

Primary Contact
 HEIDI SALTER

Your MTI Representative: RICHARD PATTERSON
 MTI Account #: 59218

Statement #: 300118
Account Statement as of: 02/23/2015

Booking Summaries				
Show Name	Booking#	Invoice#	Invoice Total	Now Due
SEUSSICAL	9228466	560949	0.00	0.00
Total:			0.00	
On Account Balance:				
Total Enclosed:				

PAYMENT INFORMATION

You may pay by check or credit card by logging onto MyMTI at mtishows.com (if check is enclosed, please make payable to Music Theatre International)

CREDIT CARD AUTHORIZATION

By signing below you certify that the credit card information you have provided on this application is accurate.

☐ Visa ☐ MasterCard ☐ American Express ☐ Discover ☐ Name on Card

Card Number _____
 City _____

State _____ Zip Code _____

Exp. Date ____/____/____
 Country _____

Print Name _____

Signature _____

Date _____

RETURN THIS PAGE WITH PAYMENT • 421 w. 54th st. • new york, ny 10019 • (o) 212.541.4684 • (f) 212.397.4684 • licensing@mtishows.com • www.mtishows.com



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ACCOUNT STATEMENT

INVOICE

Show: 229 SEUSSICAL

Perf Date: 7/24/2015 - 8/2/2015

Cust #: 59218

P.O. #:

Booking #: 9228466 - 229

Close Date:

Invoice #: 560949

CHARGE/DESCRIPTION	QTY	RATE	AMOUNT
Royalty A	7	195.00	1,365.00
Rental Fee	1	830.00	830.00
Security Fee			400.00
Sub Total			2,595.00
Payment			-2,595.00
Balance Due			0.00

**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 itemized estimate for the full 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)

How will your event promote tourism to Germantown?

Itemized Cost Details:

2nd & 3rd year applicants: please provide a financial statement including revenue & expense: (past financial statement)

GUIDELINES

1. Applicants must be a Germantown civic organization or business with funds to be used in Germantown.
2. Funds shall be used for improvements, events or marketing materials that promote tourism in the Village.
3. All funds are to be used in the year in which they are approved.
4. Any unused funds in the calendar year will be carried over to the next succeeding years budget
5. 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).
6. 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.**
7. Upon approval, any advertising and projects must display: "Sponsored in part by Village of Germantown Tourism/Betterment Fund."
8. While a group may submit more than one request, funds will be allocated at the discretion of the Committee.
9. 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
6/15/2015 – revision draft to Tourism

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
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<u>Meeting</u>	<u>Approved</u>	<u>Paid</u>	<u>Date</u>
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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
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3/9/2015

Historic Preservation Commission

Printing of Brochures	423.00	
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Kiwanis Club of Germantown

4th of July Celebration	2,500.00	
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Deutschstadt Heritage Foundation

Mai Fest Festival	2,500.00	\$	2,500.00	6/5/2015
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TOTAL ALLOCATED	15,423.00
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Paid out to date	\$	2,500.00
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BALANCE TO DATE	\$	74,427.00
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