

TOURISM/COMMUNITY BETTERMENT COMMITTEE

Meeting Minutes for 06/15/2015

1. Meeting Called to Order:

6:00pm by Jeffrey Hughes, Chairman of the Tourism/Community Betterment Committee

2. Members Present:

Chairperson Hughes, Members Adair, Bergeron, Ciurro, Grgich, Rogers, and Carroll.
Carroll Merry is a new member of the committee.

Excused: Brady

3. Approval of Minutes:

The minutes of the March 9, 2015 meeting were approved on a motion by Ciurro; second by Rogers; the motion carried.

4. New Business:

A. Election of Secretary for Tourism/Community Betterment Committee

Adair moved to elect Emily Bergeron secretary of the Tourism/Community Betterment Committee; second by Ciurro; the motion carried.

B. Request for Funds:

1. Germantown Area Chamber of Commerce requesting \$2500 for Annual Christmas Festival, presented by Lynn Grgich, Executive Director of Germantown Chamber of Commerce
 - The Christmas Festival has three main events: the 5K Candy Cane Run/Walk, the Christmas Parade, and the Tree Lighting Activities.
 - The festival will be held on November 14th this year.
 - No major changes to 5K or parade routes.
 - Event usually draws 350~500 people each year.
 - The 5K run/walk is promoted on runners' websites and brings visitors/participants from Brookfield, West Bend, etc. Usually about 1/3 of the 5K entries are added the day of the race.
 - Advertisement (full page ad) in Express News tabloid draws visitors from Menomonee Falls, Jackson, etc.
 - Committee was presented with a well-detailed itemized budget for the event.

Rogers moved to approve this \$2,500 fund request for the Annual Christmas Festival; second by Adair. Lynn Grgich abstained from voting.
2. Imagination Theatre of Germantown requesting \$2595 for their musical production, "Seussical The Musical."
 - Postponed until representative available to discuss details and answer questions at committee meeting.
 - Imagination Theatre will be notified about meeting attendance.
 - Committee would like to find out if Germantown Tourism/Community Betterment is recognized on the play bill.

C. Discussion/Action on Policy Revisions

- Draft for updated application for funds (Tourism/Community Betterment) reflects more closely how funds will be distributed. Addresses the larger focus on the “tourism” part of the committee, as much of the budget comes from Germantown hotels.
Section “Itemized Cost Details” makes sure applicants have *itemized* budgets, which are important as the Village Clerk approves receipts for reimbursement based on what committee has agreed to cover.
- Committee would like to find a person to update the Tourism/Community Betterment Committee page on the Village of Germantown website. Presentation that was made previously is available, but is not being used.
- Email has been helpful in getting advanced notification of meeting times. In the past, committee members have been notified by post mail as late as the same day of the meeting.

Ciurro made a motion to accept draft of application for Committee funds as the official updated version of application; second by Rogers; motion was passed.

D. Review of Financial Balances

American Legion Post No. 1 application for funds of \$2500 for The Moving Wall was approved 11/10/14 upon receipt of the contract. Funds were not requested or paid in 2014. According to the committee guidelines, all funds must be used in the year in which they are approved, so American Legion Post No. 1 will need to update application. Grgich has spoken to a representative of the group who said they are waiting for the contract (concerning The Moving Wall) to arrive in the mail. They anticipate having The Moving Wall September 1-5, 2016, around Labor Day weekend.

5. Adjournment:

The meeting was adjourned by Chairperson Hughes.

Respectfully Submitted by:
Emily Bergeron