

TOURISM/COMMUNITY BETTERMENT COMMITTEE

Meeting Minutes for 08/11/2015

Correction approved 10/29/15

1. Meeting Called to Order:

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

2. Members Present:

Chairperson Hughes, Members Adair, ****Brady**, Ciurro, Grgich, and Merry

Excused: Bergeron, Rogers

3. Approval of Minutes: The minutes of the June 15, 2015 meeting were approved on a motion by Grgich; second by Ciurro; the motion carried.

4. New Business:

A. Request for Funds:

1. Imagination Theatre of Germantown requesting \$2595 for their musical production, "Seussical The Musical." Request presented by Heidi Salter
 - This production included 30 cast members
 - 80% of attendees were from outside of Germantown and even Washington County; many from Ozaukee & Milwaukee counties
 - There were 7 performances, 647 total attendance; a good run
 - Funds are used cover royalties which are more expensive for musical productions
 - The Tourism/Community Betterment was not recognized on the play bill because this request wasn't approved prior to its printing. The committee will be listed with the upcoming productions, as well as on the ITOG website and Facebook page.

Grgich moved to approve \$2,500 paid to Imagination Theatre of Germantown toward royalties already paid for the musical production of Seussical The Musical. Adair seconded; motion carried.

2. Kiwanis Club of Germantown requesting \$455 for the 4th of July Parade, presented by Lynn Grgich, 4th of July event coordinator
 - These funds are to cover "entertainment" expenses associated specifically with the parade.
 - These parade entries provide entertainment and bring their own following of spectators to our event, i.e. Wisconsin Corvette Club and the Kettle Moraine Model-T Vintage Car Club.
 - The previous request for funds for the 4th of July was specifically for festivities being held at Firemen's Park, which is treated as a separate event.

Ciurro moved to approve \$455 to the Kiwanis Club for 4th of July Parade expenses as shown. Merry seconded; Grgich Abstained; motion carried.

3. Germantown Historical Society requesting \$2,500 for 2015 Oktoberfest presented by Jeff Dhein

- This is the 21st Annual Oktoberfest and the major fundraiser for the Germantown Historical Society.
- The Tourism Committee is listed on placemats used all weekend, billboards and in verbal announcements made throughout the event
- Total marketing expenses far exceed the amount requested. Invoices will be submitted after the event.

Brady moved to approve \$2,500 to the Germantown Historical Society for marketing expenses for Oktoberfest 2015 upon receipt of invoices. Grgich seconded; motion carried.

4. American Legion Post #1 requesting \$2,500 for The Moving Wall presented by Lisa Leider and Jim Heimann

- The Post has received the contract to bring The Moving Wall Vietnam Veterans Memorial to Germantown, WI September 1 through September 5, 2016.
- This request covers 50% of the cost for hosting the display for 5 days.
- It is not unheard of for this display to attract 30,000 visitors during this time.
- There are 13 names from the area; 2 from Germantown.
- The Germantown American Legion Post #1 is working with the entire community to accommodate this display. The first community meeting will be Tuesday, August 18, 7-9pm at the Legion Hall.
- There are 3 facets of this event:
 - The Moving Wall display
 - Educational display at the Legion Hall targeting students with information on the Vietnam era
 - Coffee Table Display Book focusing on military service
- This does take place over Labor Day Weekend 2016. We don't know at

this time if school is in session yet.

Merry moved to approve \$2,500 paid to the Germantown American Legion Post #1 to cover half the cost of bringing TMW display to Germantown. Ciurro seconded; motion carried.

The committee encouraged the American Legion Post #1 to submit additional requests for the different pieces of this event as promotional costs will certainly be a big part of the process.

5. Germantown Area Chamber of Commerce requesting \$1,000 for hiring Absolute Race Timing for the 5k Candy Cane Run/Walk presented by Lynn Grgich, Executive Director.

- The Germantown Chamber organizes the Christmas Festival which includes 1) 5k Candy Cane Run/Walk 2) parade 3) tree lighting activities.
- The 5k Candy Cane Run/Walk is a revenue generating event for the Germantown Chamber. The parade and tree lighting are community events and not intended to be revenue generating, but not to lose money either.
- The service provided by Absolute Race Timing goes beyond timing the race to include marketing. This company not only lists our event on their website, they cross promote events they are hired for. So our event will be promoted to runners participating in other events throughout southeast Wisconsin.
- In 2014, 38% of total registrations came from outside of Germantown; in 2013 it was 35%.
- Also having a professional timing company involved with this run, should give this event more credibility and much better handling of the awards ceremony at the end of the race. We have been doing it manually for the past 5 years and it has been difficult the past few years.
- The Tourism Committee can be given promotion on both the registration flier and the arch provided by the timing company at the race start/finish.

Brady moved to approve \$1,000 toward the cost of securing Absolute Race Timing by the Germantown Area Chamber of Commerce for the 5k Candy Cane Run/Walk. Merry seconded; Grgich abstained; motion carried.

5. Adjournment:

The meeting was adjourned by Chairperson Hughes.

Respectfully Submitted by:
Lynn Grgich