

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

MEETING: **TOURISM / COMMUNITY BETTERMENT
COMMITTEE**

DATE AND TIME: **THURSDAY, October 29, 2015 6:00 p.m.**

LOCATION: : **Village Hall Conference Room A
N112 W17001 Mequon Road**

- 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, Ciarro, Grgich, Merry and Rogers
- III. **APPROVAL OF MINUTES:** August 11, 2015 meeting
- IV. **NEW BUSINESS:**
 - A. Requests For Funds:
 1. Kiwanis of Germantown
\$1,600 – Breakfast with Santa/Reindeer Games Exhibit
 - B. Discussion/Action on Handout to Give to Applicants with Check List
- 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 08/11/2015

1. Meeting Called to Order:

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

2. Members Present:

Chairperson Hughes, Members Adair, 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

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

RECEIVED

OCT 08 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).

- Group Name: Kiwanis of Germantown, WI
Address: P.O. Box 531 Germantown, WI 53022
 - Responsible person's name: Judith Ketterer/Vicki Letz Phone No: 262-633-0381
 - Amount requested: \$1,600.00 email notice@above
a mail Kiwanis
- MAXIMUM AMOUNT REQUESTED IS \$2500 PER REQUEST
- Date by which funding is desired: ASAP - To secure the Reindeer Games Exhibit

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)

Kiwanis Club of Germantown is hosting their 4th Annual Breakfast w/ Santa on Sunday Dec 20th at the Florian Conference Center. It will be an affordable all-you-can-eat buffet with photo opportunities. To enhance visibility and promotion of this event we would like to provide the Reindeer Games exhibit for 4 hours.

Goals of your event/project:

To increase awareness of the Kiwanis Club and to promote tourism in Germantown during the holiday season. To provide a family fun event in Germantown.

Cost Details:

Reindeer Games charge \$400.00 per hour. Total cost is \$1,600.00 for four hours. They request that a 50% deposit on \$800.00 be made to hold the date with balance due on the day of the event.

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

This event has grown significantly the past 3 years. Last years event brought well over 600 children + adults through the doors. The change in venue will allow for even more. Reindeer Games was a big draw & was enjoyed immensely by everyone especially the kids.

**Agreement Between
Marketch, LLC., d/b/a Reindeer Games
and
Kiwanis of Germantown, WI
Dec 20, 2015, Sunday, 8am-12pm**



This AGREEMENT, made and entered, on Thursday, September 17, 2015, by and between Marketch, LLC. d/b/a hereinafter referred to as Reindeer Games ("Reindeer Games"), a limited liability company located at 5751 East Waterford Road, Hartford, Wisconsin 53027 and Kiwanis of Germantown, WI, located in Germantown, WI, hereinafter referred to as "Customer."

CONTRACT

In consideration of the mutual promises herein contained, the parties have agreed and do hereby enter into this agreement according to the provisions set out herein:

Reindeer Games will provide the following services:

1. An outdoor decorated display with two reindeer. An elf with a third reindeer will pose for photos with your guests. We will charge \$10 per digital photo taken. We will print 4" x 6" photos on-site. The exhibit shall be located at Florian Conference Center N111W18611 Mequon Road, Germantown, WI 53022 on Dec 20, 2015, Sunday from 8am to 12pm.
2. Supply and set up a pen area to contain the reindeer. The set up will include a Holiday/Christmas theme.
3. Members of Reindeer Games staff will monitor and control the reindeer. At least one staff member will be in the pen area with the reindeer at all times.
4. No individuals other than Reindeer Games staff shall be allowed in the pen area. Physical touching of the animals is not permitted.
5. Upon completion of the exhibition, Reindeer Games staff will remove the pen area, clean up and return the grounds to the original condition.

The Customer will provide:

1. Suitable space and area that is acceptable to Reindeer Games staff to set up.
2. Access to electricity, free of charge, which may be needed for the exhibit.

Reindeer Games • 5751 East Waterford Road • Hartford, WI 53027 • 262/670-9515

www.reindeergames-wi.com

"Believe"

Fee:

The Customer shall compensate Reindeer Games a total charge of \$1600. Cost is \$400 per hour. One-half (1/2) of the fee shall be paid upon the execution of this contract. The balance of the fee shall be due and payable upon arrival. This contract for services is binding upon both parties upon execution of this contract. Deposit will not be refunded if exhibit is cancelled. However, Reindeer Games will not ask for balance of payment due.

Miscellaneous:

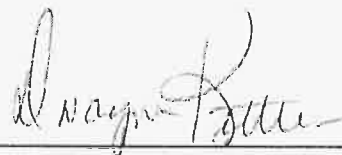
- Our herd is registered with the Wisconsin Department of Agriculture, Trade and Consumer Protection #128351-AC. Our USDA license number is 35-C-0177.
- Appropriate animal health tests/exams will be performed prior to the event as per state/federal regulation. Any required veterinary certificate(s) will accompany the reindeer.
- In accordance with current Wisconsin state regulations, our herd is CWD accredited, TB-free accredited and Brucellosis-free certified.
- Reindeer Games will provide commercial liability insurance. A copy of the certificate of insurance evidencing the amount of liability insurance in force is available upon request

Other Essential Terms:

1. Reindeer Games is an independent contractor and are not employees of the Customer. As such Reindeer Games shall be responsible to pay all applicable local, state and federal taxes upon payment of services.
2. Reindeer Games and the Customer hereby mutually agree to indemnify, defend, including attorney fees, and hold harmless the other party from any and all claims for injury and damages arising from the performance of this contract which are attributable to negligent acts of the other party including their owners, employees and agents.
3. The terms and conditions of this contract shall be construed in accordance with the laws of the State of Wisconsin and only Wisconsin courts shall have jurisdiction over any action or performance of this contract.

By: Marketech, LLC., d/b/a Reindeer Games**By: Kiwanis of Germantown, WI**

Cynthia M. Phillips

Date

Dwayne Ketterer

10/8/2015
Date

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

**TOURISM / COMMUNITY BETTERMENT
COMMITTEE**

APPROVED FUNDS CHECKLIST

***FUNDS WERE APPROVED AT TOURISM/COMMUNITY BETTERMENT
COMMITTEE MEETING ON:***

1. Group Name: _____

Mailing Address: _____

_____ Germantown, WI 53022

2. Responsible person's name: _____

3. Phone No: _____

4. E-mail Address: _____

5. Amount requested: \$ _____

MAXIMUM AMOUNT REQUESTED IS \$2500 PER REQUEST

6. CHECK PAYABLE TO: _____

Please complete this form in its entirety. Also, please submit invoices and receipts to the Clerk's office for verification. Your request will be submitted to the Finance Department and a check will be issued at the next Accounts Payable check run. Please note: This process could take up to two weeks.