

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

MEETING: **TOURISM / COMMUNITY BETTERMENT
COMMITTEE**

DATE AND TIME: **TUESDAY, December 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:** October 29, 2015 meeting
- IV. **NEW BUSINESS:**
 - A. Requests For Funds:
 1. Visit Washington County
\$8,000 – Advertising and Promotion for 2016
 2. American Legion Post 1
\$5,000 – American Huey 369–The Moving Wall Project
 3. American Legion Post 1
\$5,500 – The Healing Field–The Moving Wall Project
 4. American Legion Post 1
\$2,500 – TMW Full-Color Keepsake Book–The Moving Wall Project
 5. American Legion Post 1
\$2,500 – The Vietnam Era Education Hall Project-The Moving Wall Project
- 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 10/29/2015

1. Meeting Called to Order:

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

2. Members Present:

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

Excused: Bergeron, Merry, Rogers

3. Approval of Minutes: A correction was made to the minutes of the August 11, 2015 meeting: Brady should be added to Members Present. The minutes of the August 11, 2015 meeting with the addition of Brady to Members Present were approved on a motion by Brady; second by Adair; the motion carried.

4. New Business:

A. Request for Funds:

1. Kiwanis of Germantown requesting \$1,600 for Breakfast with Santa/Reindeer Games Exhibit Judy Ketterer presented the request
 - This event has grown every year since starting.
 - It has outgrown the American Legion Post #1 venue
 - Last year over 600 attended; this year 900-1000 is possible
 - New venue at Florian Park Conference & Event Center offers more room.
 - Florian Park will also be providing the food at a reasonable cost so ticket prices can stay affordable for families.
 - Reindeer Games is a big draw for this event, bringing in families from outside Germantown to see this additional feature.
 - Reindeer Games needs an \$800 deposit to hold the date with balance due the day of the event. Is it possible for funding to be paid in two payments; \$800 now and \$800 later?
 - A copy of the contract is included.

Brady moved to approve \$1,600 requested by the Kiwanis Club payable in two payments; \$800 for the deposit now and the \$800 balance later to Reindeer Games. Motion seconded by Adair; motion carried.

B. Discussion/Action on Handout to Give to Applicants with Check List

Ciurro moved to approve the Approved Funds Checklist to go out with packets when approved; Adair seconded; motion carried.

It was noted that the latest approved application for funding request might not yet be available on the Village website. Chairman Hughes will check into this.

There was a suggestion that a press release should be issued upon approval of requests to promote funds are available to others in the community.

Adjournment:

The meeting was adjourned by Chairman Hughes. At 6:21pm

Respectfully Submitted by:
Lynn Grgich

RECEIVED

DEC 04 2015

OFFICE OF VILLAGE CLERK
VILLAGE OF GERMANTOWN

GERMANTOWN TOURISM / BETTERMENT FUND
REQUEST FOR FUNDING
CALENDAR YEAR: 2016

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

1. Group Name: VISIT WASHINGTON County
Mailing Address: 3000 Highway PV, West Bend Germantown, WI 53022
 2. Responsible person's name: Elaine Motl Phone No: 262-677-5069
 3. Amount requested: \$8,000.00 E-mail Address: info@VISITWASHINGTONCounty.com
- MAXIMUM AMOUNT REQUESTED IS \$2500 PER REQUEST**
4. Date by which funding is desired: April, 2016

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)

Promotion of Germantown hotels and attractions, shopping
and dining thru a printed Visitors Guide, website
and social media.

How will your event promote tourism to Germantown?

60,000 copies of the Visitors Guide
Website with a yearly visit count of over 200,000
Photos used in advertising in Wisconsin & Illinois
Events & businesses promoted on Social Media

Itemized Cost Details:

Funds to be used towards the \$35,000 advertising budget,
promotion budget, Visitors Guide write up and
website listing / promotion.

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

**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: American Legion Post 1
Address: N120 W15932 Freistadt Rd Germantown, WI 53022
2. Responsible person's name: Lisa Leider Phone No: 262-573-7902
3. Amount requested: \$5,000 or minimum of \$2,500

MAXIMUM AMOUNT REQUESTED IS \$2500 PER REQUEST

4. Date by which funding is desired: December 31, 2015 or ASAP

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)

The Moving Wall Project - American Huey 369 (September 1-5, 2016)

Sacrifice is meaningless without remembrance. American Huey 369 is committed to remembering our Veterans and the Huey aircraft they depended on while in Vietnam. The Huey Helicopter became a symbol of America's involvement in its' longest war. The Huey was the workhorse of the war. The distinctive whoop-whoop of it's single continuous blade meant to an American soldier on the ground, that hope had arrived in the way of supplies, reinforcements, medics, or a ticket out of the jungle.

Goals of your event/project:

To bring hope and healing for veterans, military and their families. The Huey Helicopter was the sound of hope. Any Veteran from Vietnam shares this sentiment. The Huey has been replaced by the Black Hawk, therefore it's rare to find one in existence. The Huey will be a huge compliment to TMW. The American Huey 369 already has a strong following in WI from it being at LZ Lambeau and Cedarburg. We are approved to piggy back off of the American Huey 369 mailing list in order to draw a bigger audience within WI.

Cost Details:

We are working with the American Huey 369 organization to get their mailing list and to add some of our own contacts to get the word out and to get some commitments, especially in the Northern area of WI. This will serve as a save the date sort of thing. We estimate with the marketing materials and mailings that it will cost in the ballpark of \$3,000. The American Huey itself cost \$10,000, a deposit of \$5,000 has already been paid. We will likely do a second mailing closer to the arrival of TMW.

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



Jim copy
72V 1002
\$5000

To: Germantown Moving Wall

Attn: Lisa Leider

From: American Huey 369 Inc.

John R. Walker / Pres.

Date: October 12, 2015

Subject: Contract between Lisa Leider (event coordinator) and American Huey 369 Inc. for UH-1H Huey Tail# 70-16369 and/or #63-00803 to attend the Germantown Moving Wall Event in Germantown, WI. September 1st through September 4th, 2016.

Agreement is as follows:

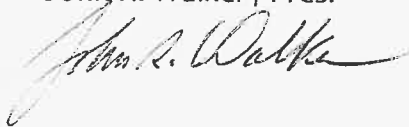
1. American Huey 369 crew members shall fly American Huey 369 (a Vietnam era UH-1H Dust Off Air Ambulance Huey Helicopter) and/or 803/Warrior 11 (a 3 year Vietnam Veteran UH-1H Huey "Slick" Helicopter) to the above scheduled event on Thursday September 1st and remain until Sunday September 4th, 2016.
2. Huey 369 and/or 803/Warrior 11 will be on static display and offer membership flights. An Honor flight of (no more than) six (6) designated Honorees will be flown at a predetermined time. Please provide a list of Honorees before their flight.
3. American Huey 369 Aircrew members will be on hand to speak to attendees about the history of both 369 and 803/Warrior 11, as well as promote our Organizations Mission and offer for purchase, membership to the organization, various t-shirts, hats, buttons, pins and our organization patch.
4. American Huey 369 air crew and event staff greatly appreciates any hospitality in the form of lunches and beverages during this event.
5. American Huey 369 aircrew and event staff require (7) motel rooms (non-smoking) w/two double beds in each and one (1) means of transportation (preferably a van).
6. All coordination of the following will be done through Lisa Leider /Event Coordinator and John R. Walker (Pres. /American Huey 369 Inc.)
 - A. Arrival, departure and coordination of flight times.
 - B. Landing and parking areas.
 - C. Room accommodations and transportation
 - D. All other matters that may arise.

7. American Huey 369 Inc. is a 501(c)3 Not for Profit Organization. A donation of \$10,000.00 goes towards future plans for the National American Huey History Museum and Restoration Center. A deposit of \$5,000.00 is required at booking with this signed contract. Should an act of Mother Nature cause the cancelation of the afore mentioned event, the deposit will be applied to a future event. (rain dates must be secured at time of contract to prevent scheduling conflicts). This deposit is non-refundable. The balance of the donation, \$5,000.00, is due by the final day of the event.

8. American Huey 369 Inc. **WILL NOT** be held responsible for damage to items (tents, awnings, etc.) not securely fastened. **It is up to the event coordinator to secure our landing/takeoff area.**

9. American Huey 369 Organization has now completed 147 of 147 scheduled events in 9 years without one being canceled by Mother Nature or Maintenance. Our Organization is comprised of over 10,500 Ladies and Gentlemen, all strong Patriots and a large number of current and prior Military. ALL members are essential to our Mission (Preservation, Education and Paying Tribute to ALL Veterans and Patriots), therefore all current members get to fly at least once per year. Our crew members take their mission very seriously! We look forward to bringing the **"Sound of Hope"** to your event and **Welcoming Home ALL Veterans!** Please visit our website to view past events at: www.americanhuey369.com. Thank You!

Sincerely,
John R. Walker / Pres.



The undersigned agrees to the above terms and conditions.

Please Print, Name: Lisa Leider

Signature: Lisa Leider

Date: _____

**Please return this signed contract with your deposit as soon as possible to secure your event date. We will then list your event on the event page of our website.
Thank You!

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2. Responsible person's name: Lisa Leider Phone No: 262-573-7902
3. Amount requested: \$2,500

MAXIMUM AMOUNT REQUESTED IS \$2500 PER REQUEST

4. Date by which funding is desired: December 31, 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)

The Moving Wall Project - The Healing Field® (taking place, September 1-5, 2016)

The Healing Field® display is the premiere program of Colonial Flag Foundation. It consists of a decidedly visual display of American
Flags wherein each flag represents remembrance, support and honor for the men and women who have served our country and for those that
paid the ultimate price for our freedom. This Field of Flags will be displayed for five days. Anyone can purchase a flag for someone who
has been in the military or is currently serving. We anticipate displaying between 800 - 2,500 flags.

Goals of your event/project:

To bring hope and healing for veterans, military and their families. Many people who visit TMW have never had the opportunity to make
it to DC to see the actual Memorial Wall. The purpose of TMW is about remembering 58,000 people who died in service to their country.
Also to educate youth about freedom and why the U.S. has it. Our goal is to attract 58,000 people to our event.

Cost Details:

In order to sell the 800-2,000 flags and to bring awareness to the The Moving Wall project altogether, we are needing to print 3,500
pieces of marketing materials and are looking to do a bulk mailing to over 600 addresses for our first run. Within our address list we
have collaborated a list of businesses, veteran organizations, and schools within a 50 mile radius, and are prepared to do our first mailing
January. We estimate that our first mailing will cost in the ballpark of \$3,000.

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

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

The Moving Wall Project - TMW Project Full-color Keepsake book (September 1-5, 2016)

In this full-color keepsake book, you will be captivated by the stories told and information unfolded. Your heart-strings will be pulled by photos taken from a photojournalist who traveled to the Vietnam War and lived to tell about the images. You will get an exclusive and unique look at the 14 names on the wall from Washington County, researched by a Milwaukee journalism class. All names on The Wall from Wisconsin will be honored. History from Washington, DC Vietnam Veterans Memorial will be shared, along with what sparked the idea and motivation behind the Moving Wall™. Best kept secrets and stories will be told from the viewpoint of a few Vietnam Veterans including; an infantryman and tunnel rat. The colorful chronology of the Vietnam war, including the sound of hope from the Huey Helicopter, will have it's place. This keepsake book, will also touch on what was going on back home in Wisconsin with the student protests, burning of draft cards, confrontation with army recruiters, and more. It will also serve as a reminder as to what "We The People" and Free Enterprise means for the United States, and all who live in this great nation.

Goals of your event/project:

To create an exclusive keepsake book that will be geared at all of WI, but specific to Washington County. It will be pre-sold before the
Moving Wall is in Town and will be available for purchase during the duration of The Moving Wall project.

Cost Details:

We are still compiling the details of the book, therefore the cost of the actual book is still TBD. However, we would like to add a flyer in
all of our various mailing to notify everyone that the book will soon be available and where to purchase it. We anticipate printing about
7,000 half sheet flyers. We anticipate the cost to be around \$3,000.

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

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

The Moving Wall Project - The Vietnam Era Educational Hall (September 1-5, 2016)

To transform the Post 1 large banquet hall into a hands-on experience to educate youth Especially about the Vietnam war, and to best understand what the names on The Moving Wall means. We aim to keep this as true to the Vietnam Era as possible, including all that was going on such as protests, the Civil Rights Movement, etc., while keeping in mind the age groups and appropriateness. This is meant to be a hands-on experience, combined with offering and reminders of the sacrifices made for which we have the freedoms we do today.

Goals of your event/project:

To educate youth through a hands-on experience and to give WI Vietnam Era, Veterans the opportunity to tell their stories through this display. Our hall will be open one week prior to TMW coming to town, as well as during the 5 days TMW is here. Our focus will be geared at schools and youth statewide to take them through this experience. When going through our transformed hall they will receive dog tags, military papers, and a name from a soldier in WI to learn more about our local heroes. This will help us to reach our 58,000 goal.

Cost Details:

In order to start getting the word out to schools and youth within WI we are planning to do our first mailing in January geared at schools, high school clubs, youth groups, churches, etc within 100 mile radius. Our mailing list is still being compiled, but we anticipate marketing materials and mailing to cost over \$5,000.

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