

TOURISM/COMMUNITY BETTERMENT COMMITTEE
Meeting Minutes for 12/29/2015

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, Grgich, Merry and Rogers

Excused: Bergeron

Absent: Ciurro

3. Approval of Minutes: The minutes of the October 29, 2015 were approved on a motion by Brady; second by Adair; the motion carried.

4. New Business:

Request #1 was moved to the end of the section giving a representative more time to attend.

A. Request for Funds:

2. American Legion Post 1 requesting \$5,000 for American Huey 369-The Moving Wall Project; presented by Lisa Leider & Jim Heimann.

- The Huey Helicopter became a symbol of America's involvement in the Vietnam War. The distinctive blade sound meant hope to the soldier on the ground.
- The American Huey 369 Organization has a list of members, veterans, military and their families, that have interest in this aircraft and activities involving it.
- The cost to bring this aircraft to an event is \$10,000; the American Legion Post 1 has paid \$5,000 as a deposit.
- Rides will be offered at the event: \$100 for a 7-minute ride (the cost of membership in the American Huey 369 Organization).
- The American Huey 369 Organization's mailing list reaches beyond what is currently available.
- The request for funds is to cover the cost of printing of marketing materials and postage for mailing.
- TMW committees are still working on gathering information and costs for materials.
- Rogers pointed out that the funding request guidelines indicate funds applied for need to be used in the same year as the application.
- It was suggested this request come back to this committee with the actual estimates for the cost of marketing materials and postage.
- No action taken on this request.

3. American Legion Post #1 requesting \$5,500 for The Healing Field®-The Moving Wall Project; presented by Lisa Leider and Jim Heimann.

- The Healing Field is a display of a hundred to a thousand American Flags.
- Flag kits cost \$17-\$18 for a 3'X5' flag plus installation kit. They will be sold for \$30-\$35.
- Anyone can purchase a flag which could then have a message or a name associated with it in the field.

- Local Boy Scout groups will help with the installation.
- The Healing Field can encompass Veterans from any military conflict.
- The American Legion Post #1 has paid a licensing fee to The Healing Field® of approximately \$900 for use of this program. An aerial map for the layout has been tentatively prepared for the site.
- This request for funds is to cover marketing materials for this specific aspect of TMW project and mailing costs.
- This request will be re-presented with a formal cost estimate for the marketing materials and mailing costs.
- No action was taken on this request.

4. American Legion Post #1 request for \$2,500 for TMW Full-Color Keepsake Book-The Moving Wall Project; presented by Lisa Leider and Jim Heimann

- Book is not hardcover, but a glossy cover and keepsake quality.
- Fourteen names from Washington County will be featured; all names from Wisconsin will be listed; photos taken by a photojournalist who traveled to the Vietnam War will all be included in the book.
- The book will be presold and available for purchase at TMW event.
- This request is for marketing this book as a part of TMW event.
- This request will be re-presented with formal cost estimates.
- No action was taken on this request.

5. American Legion Post 1 request for \$2,500 for The Vietnam Era Education Hall Project-The Moving Wall Project; presented by Lisa Leider and Jim Heimann

- The American Legion banquet hall will be turned into a hands-on experience to educate youth about the Vietnam War era; both in Vietnam and in America.
- Focus will be geared at schools statewide. The Germantown School District is working on a curriculum involving TMW which will be shared to help promote the experience.
- This request is for materials and mailing costs to get the word out to schools, high school clubs, youth groups, and churches within a 100 mile radius.
- This request will come back with a formal cost breakdown for the marketing materials and mailing.
- No action was taken on this request.

1. Visit Washington County request for \$8,000 for Advertising and Promotion for 2016.

- A representative was not in attendance to make this presentation. This request will need to be rescheduled.

Adjournment:

The meeting was adjourned by Chairman Hughes. At 7:10pm

Respectfully Submitted by:
Lynn Grgich