

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

MEETING: **TOURISM / COMMUNITY BETTERMENT
COMMITTEE**

DATE AND TIME: **THURSDAY, March 24, 2016 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:** December 29, 2015 meeting
- IV. **NEW BUSINESS:**
 - A. Requests For Funds:
 1. Visit Washington County
\$8,000 – Advertising and Promotion for 2016
 2. Women of the Moose / Moose Lodge
\$2,466.25 – Car and Bike Show
 3. Kiwanis Club of Germantown
\$2,500 – Annual 4th of July Festivities
 4. Eastern Kettle Moraine Moose Lodge
\$2,415.60 – June 4th Annual Craft Show, Flea Market & Brat Fry
- 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 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

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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 53022-53025
 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)

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JAN 07 2016

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).

- Group Name: WOMEN OF THE MOOSE / MOOSE LODGE
Mailing Address: P.O. Box 673 MENOMONIE Falls WI 53052 Germantown, WI 53022
 - Responsible person's name: MARY ERENYI Phone No: 414-550-8320
 - Amount requested: \$2,466.25 E-mail Address: ERENYIEM@YAHOO.COM
- MAXIMUM AMOUNT REQUESTED IS \$2500 PER REQUEST**
- Date by which funding is desired: JULY 1ST 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)

CAR + BIKE SHOW - A PUBLIC EXHIBITION OF
CURRENT AUTOMOBILES, OR OUT OF PRODUCTION
CLASSES. NO CHARGE ENTRY FOR SPECTATORS. \$5.00 ENTRY
FOR REGISTERED CARS. WE GIVE OUT OVER 50 PRIZES TO THOSE
WHO REGISTER. WE HAVE FREE MUSIC. FOOD + BEVERAGES FOR SALE
ALL AGES WELCOME. FAMILY ACTIVITY.

How will your event promote tourism to Germantown?

CAR SHOW - OUR CAR SHOW BROUGHT IN OVER 175
PARTICIPATING CAR OWNERS PLUS THEIR GUESTS FROM ALL OVER.
WE ESTIMATE THAT WITH THE NUMBER OF SPECTATORS + PARTICIPANTS
WE BROUGHT OVER 700 PEOPLE TO THE GERMANTOWN AREA.

Itemized Cost Details: = SEE ATTACHED

SIGNS PRINTED BY VISTA PRINT / NEW CANOPY - UP TO \$250.00
10 EACH @ \$25.00 = \$250.00 27" X 18" / BUY ADL DANCER \$400.00
5 EACH @ \$63.25 = \$316.25 2.5' X 10' BANNERS
40 EACH @ \$20.00 = \$800.00 GIFT CARDS FROM LOCAL BUSINESSES
2nd & 3rd year applicants: please provide a financial statement including revenue & expense: (past financial statement)
FOR REGISTERED VEHICLES AS DOCK PRIZES

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JAN 07 2016

Itemized Cost Details for Request for Funding - Germantown Tourism / Betterment Fund
2016OFFICE OF VILLAGE CLERK
VILLAGE OF GERMANTOWN

Submitted by: Women of the Moose - Moose Lodge

Contact: Mary Erenyl - 414-550-8320

Address: W198 N10217 Appleton Ave
Germantown, WI 53022Mailing Address: P.O. Box 673
Menomonee Falls, WI 53052

Qty	Unit of Measure	Description	Price	Total
10	Each	27" x 18" signs for advertisement Vista Print	\$ 25.00	\$ 250.00
5	Each	2.5' x 6' banners for advertisement Vista Print	\$ 63.25	\$ 316.25
2	Each	Air Dancer and blower for advertisement	\$ 300.00	\$ 600.00
40	Each	Gift cards from local business Such as: Aldo's Roberts Frozen Custard Winner's Circle Car Wash Kurt Schulz Deli We will make sure that they are for LOCAL small businesses in Germantown Gift Certificates to be given as door prizes for the car/bike registered guests.	\$ 20.00	\$ 800.00
2	Each	New canopy - Improvement - to provide food and beverages for guests	\$ 250.00	\$ 500.00
			Total	\$ 2,466.25

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FEB 18 2016

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: Kiwanis Club of Germantown
Address: P.O. Box 531, Germantown, WI 53022 Germantown, WI 53022
 2. Responsible person's name: Lynn Grgich Phone No: 262-347-9901
 3. Amount requested: \$2500.00 E-mail Address: lynngrgich@gmail.com
- MAXIMUM AMOUNT REQUESTED IS \$2500 PER REQUEST**
4. Date by which funding is desired: July 31, 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)

Annual 4th of July Festivities held at Firemen's Park. Activities include food and beverage vendors, entertainment for children including inflatables, Kick games - Entertainment for all ages provided by Kennedy Middle School band, Accompany of Kids, and professional entertainer Downtown Harrison.

How will your event promote tourism to Germantown?

Express News works with the club to publish a special tabloid showing all activities; the Kiwanis website and Facebook page also have the event posted. Ads will be placed in local papers. Not all surrounding communities have picnics on 4th of July.

Itemized Cost Details:

Examples:
See attached Downtown Harrison \$1,000; Accompany of Kids \$400 in 2015. These groups bring in their own followers - parents + families and Downtown Harrison from metro-Milwaukee area.

May pursue digital advertising - many clicks for Christmas Fest.

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

See attached

4th of July
Income/Expense
2015

Description	Amount		Income	Expense	Net
SPONSORS Income see list	10,700				
Sponsor Expenses					
Awesome Graphics: Banners	150				
Tabloid Ads	e4@\$80 \$320				
Sponsor Totals			10,700	470	\$10,230
PARADE					
Income see list entry fees	875				
Income: Tourism Funds	*\$455				
Expense					
Gerlach Stiltwalkers	175 *				
Mary Ernst-Petals the Clown	100 *				
Wisconsin Corvette Club	100 *				
Kettle Moraine Model T	80 *				
FASTSIGNS: Grand Marshal	106				
General Comm: radios	316				
Total Expenses	877				
Parade Totals			1,330	877	\$453
PARK					
Income: vendors fees	800				
Income: vendors royalty sales	2025.55+e\$800				
Income: Tourism Funds	**2500				
Expense					
Port-A-John	**1457				
Accompany of Kids	**400				
Downtown Harrison	**900				
Lincoln Contractors Supply	263.34				
Total Expenses	3,020.34				
Park Totals			6125	3020.34	3,104.66
Other Expenses					
office supplies; labels, envelopes	112.52				
copies:letter, entry forms	402.59	Express News			
cell phone; 4@\$35	140				
Lynn Grgich	4,000				
Total Other Expenses	4655.11			4655.11	-4655.11
Bartolotta Fireworks	7,250.00			7,250.00	-7250
Permit Fee & background check	\$107			107	-107
Sub Totals					
GRAND TOTALS			18,155.00	16379.45	1775.55

4th of JULY



CELEBRATION

P.O. Box 531 — Germantown, WI 53022

A DAY FULL OF FAMILY ACTIVITIES! SATURDAY, JULY 4, 2015

We have a full day of activities planned to celebrate the 4th of July! Why stay home? Start off with the Parade, then on to Firemen's Park to spend the day. There is nothing to prepare. Everything will be there: food, beverages, games, entertainment, and of course, the area's best Fireworks at dusk.

**THIS YEAR'S PARADE BEGINS AT NOON
AT PILGRIM ROAD AND SYLVAN CIRCLE,
NORTH TO FOND DU LAC AVENUE TO MAIN STREET;
MAIN STREET TO PARK AVENUE, NORTH TO FREISTADT ROAD**

- Park Activities Begin at 11:00am
- Food, Beverages, Children's Games, Music
- Inflatables, Games, Dunk Tank
- Germantown Rec Department Pom Performance (following parade)
- Accompany of Kids: 1:30 – 2:15 pm & 3:00 – 3:45 pm
- Kennedy Middle School Band: 2:20 – 2:50pm (near school building)
- Entertainment at the Pavilion Featuring
"Downtown Harrison" 5:30 – 8:30 pm
- Fireworks at dusk

Collecting Food for Our Local Pantry – Our Tradition

BRING THESE ITEMS TO THE PARADE OR PARK:

Leadership Germantown, Youth Futures & The Germantown Police Dept. will be pushing shopping carts in the parade to collect food, clothing for kids and school supplies, all for the St. Boniface Food Pantry. Thank you!

2015 VENDORS

- | | |
|--|---|
| All About Bacon | Pigs in a Blanket on a stick, Bacon Ribbons, Potato Salad, Bacon Taters on a stick, Tater Poppers on a stick, Bacon Wrapped Oreos, Bacon Soda, Pancake Fried Bacon, Dilly Pops (frozen pickle juice popsicle) |
| Buddha's BBQ | BBQ ribs, Pulled Pork, Beef Brisket, Smoked Sausage, Chicken Baked Beans, Coleslaw |
| Eastern Kettle Moraine Moose Lodge 1238. . . . | Italian Sausages, Brats, Hot Dogs, Nacho Chips and Cheese, Kids' Games |
| George Webb Restaurant. | Hamburgers and Cheeseburgers |
| Germantown High School Spanish Class Trip. . | Cookies and Cupcakes |
| Germantown Kiwanis Club | Beer & Pizza |
| Life Church | Inflatables, Popcorn, possibly face painting |

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

MAR - 4 2016
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).

1. Group Name: Eastern Kettle Moraine Moose Lodge
Mailing Address: P.O. Box 673 Menomonee Falls, WI 53052 Germantown, WI 53022
 2. Responsible person's name: Anita Hanner Phone No: (414) 588-5345
 3. Amount requested: \$2415.60 E-mail Address: HannerInc@Charter.net
- MAXIMUM AMOUNT REQUESTED IS \$2500 PER REQUEST**
4. Date by which funding is desired: April 18th 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)

June 4th Annual Craft show, Flea Market + Brat Fry
Public event in which vendors sell their wares + the
Moose Lodge runs the brat fry. We had 50 vendors
last year + each year it has grown. We also had
over 400 customers attend this family event.

How will your event promote tourism to Germantown?

Our vendors + customers come from Milwaukee, West
Bend, Hartland + surrounding areas - our event
draws over 400 people to Germantown.

Itemized Cost Details:

Signs + Banners 12 double sided @ \$75.80 each = \$909.60
3ft x 8ft Banner double sided \$206.00
Audio upgrade system - Karaoke machine for use of
microphone + speakers for announcements approx \$1300.00

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