

## **TOURISM/COMMUNITY BETTERMENT COMMITTEE**

### **Meeting Minutes for 03/24/2016**

#### **1. Meeting Called to Order:**

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

#### **2. Members Present:**

Chairperson Hughes, Members Adair, Bergeron, Brady, Ciurro, Grgrich, Merry, and Rogers.

**3. Approval of Minutes:** The minutes of the December 29, 2015 meeting were approved on a motion by Brady; second by Ciurro; the motion carried.

#### **4. New Business:**

##### **A. Request for Funds:**

- 1) Visit Washington County : Request for \$8,000 – Advertising and Promotion for 2016
  - Representative was unable to make the meeting. Motion to postpone this item of the agenda made by Grgrich; second by Ciurro; the motion carried.
- 2) Women of the Moose/Moose Lodge : Request for \$2,466.25 – Car and Bike Show
  - Will be held August 27th
  - Car and Bike show open to the public that brought over 700 people in the last show, including visitors from Fond du Lac, Janesville, etc.
  - Free for spectators, free music, a family event.
  - Giving out gift cards to local businesses, restaurants for prizes.
  - Committee will approve funding for advertising purposes, so will not cover proposed costs for gift card prizes or new canopy.
  - Motion to approve request for funding for the ten 27”x18” signs and for three 2.5’x6’ banners, totaling \$439.75, made by Rogers; second by Brady; the motion passed.
  - Noted by representative afterwards that the proposed cost for signs and banners did not include shipping; asked if funding could be increased to allot for these costs.
  - Amended motion to approve funding not to exceed \$500 made by Rogers; second by Brady; the motion passed.
- 3) Kiwanis Club of Germantown : Request for \$2,500 – Annual 4<sup>th</sup> of July Festivities
  - The Kiwanis Club of Germantown has put an ad in the tabloid thanking Germantown’s Tourism and Community Betterment Committee.
  - Fourth of July Festivities held annually at Firemen’s Park.
  - Motion to approve request for funding made by Rogers; second by Adair; Lynn Grgrich abstained from voting, the motion carried.
- 4) Eastern Kettle Moraine Moose Lodge : Request for \$2,415.60 – June 4<sup>th</sup> Annual Craft Show, Flea Market, & Brat Fry

- An annual, public, family event. Last year had 50 vendors, more than 400 customers.
- Brought in visitors from Milwaukee, West Bend, Hartland, etc.
- Motion to approve funding of ~~\$1,015.60~~ \$1115.60 for 12 double-sided banners and one 3'x8' double-sided banner made by Brady; second by Adair; the motion carried.
- Suggestion from member to look at different places for better sign pricing.
- Each individual sign does not necessarily need to have the committee's logo displayed, but some sort of recognition of sponsorship needs to be done in some way at event.
- Moose Lodge will also post flyers locally in bars, etc. to advertise the event.

### **5. Adjournment:**

The meeting was adjourned by Chairperson Hughes.

Respectfully Submitted by:  
Emily Bergeron

**Minutes noted with corrections by overstrikes for omission and underscores for additions. Approved on: July 12, 2016.**