

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

AMENDED 07-07-2016

MEETING: **TOURISM / COMMUNITY BETTERMENT
COMMITTEE**

DATE AND TIME: **TUESDAY, July 12, 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, Brady, Ciarro, Grgich, Merry, Meyer and Rogers
- III. **APPROVAL OF MINUTES:** March 24, 2016 meeting
- IV. **NEW BUSINESS:**
 - A. Election of Secretary for Tourism/Community Betterment Committee
 - B. Requests For Funds:
 1. Visit Washington County
\$8,000 – Advertising and Promotion for 2016
 2. Imagination Theatre of Germantown
\$2,500.00 – Musical Production – Bye Bye Birdie
 3. Germantown Historical Society
\$2,500 – Bier Gardens at Dheinsville Park
 4. American Legion Post 1 *
\$10,000 – 4 Requests at \$2,500/each
 - a. The Vietnam Era Education Hall and Full-color Keepsake Book
 - b. The Moving Wall and The Healing Field Display
 - c. American Huey 369
 - d. Welcome Home Parade
- 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 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, Ciarro, 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 Ciarro; 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 Ciarro; 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 4th 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 4th 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 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

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, WI 53022 53095
 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)

RECEIVED

JUN 06 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: IMAGINATION THEATRE OF GERMANTOWN

Address: 30 W142 N10646 MAGNOLIA DRIVE Germantown, WI 53022

2. Responsible person's name: ERIC SALTER Phone No: 262-271-6892

3. Amount requested: \$2,500

imaginationtheatre@
yahoo.com

MAXIMUM AMOUNT REQUESTED IS \$2500 PER REQUEST

4. Date by which funding is desired: AUG 01, 2016

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)

WE CONTINUE TO PRODUCE 2-3 SHOWS PER YEAR IN GERMANTOWN. EARLIER THIS YEAR
WAS "DEATH OF A SALESMAN", AND LATE JULY WILL BE "BYE BYE BIRDIE." THE
COST FOR A MUSICAL IS SIGNIFICANTLY HIGHER THAN A PLAY. PERFORMANCES
ARE JULY 15-17 & 20-24. SEATING WILL ACCOMMODATE 90-100 PEOPLE
PER PERFORMANCE.

Goals of your event/project:

AS USUAL, WE ARE PAYING ALL @ GOALS ARE TO CONTINUE BRINGING QUALITY
THEATRE TO GERMANTOWN BY GIVING LOCAL RESIDENTS A CHANCE TO PERFORM,
HELP PRODUCE, OR COME SEE A SHOW.

Cost Details:

AS USUAL, WE ARE PAYING ALL PRODUCTION COSTS, BUT ASK FOR YOUR
ASSISTANCE TO COVER ALL/PART OF THE RIGHTS FOR THE SHOW,
WHICH IS \$2500.

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

WE PRODUCED "SEUSSICAL THE MUSICAL" IN AUGUST 2015, AND HAD +600
IN ATTENDANCE. ROUGHLY 20% WERE GERMANTOWN RESIDENTS.

RECEIVED

JUN 17 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).

- Group Name: GERMANTOWN HISTORICAL SOCIETY
Address: P.O. BOX 31 Germantown, WI 53022
 - Responsible person's name: Jeff Dhein Phone No: 262-689-0537
 - Amount requested: \$2500 - E-mail Address: JDHEIN@AOL.COM
- MAXIMUM AMOUNT REQUESTED IS \$2500 PER REQUEST
- Date by which funding is desired: 9-28-16

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)

We are planning (4) BIER GARDENS AT
DHEINSVILLE PARK.

How will your event promote tourism to Germantown?

EVENTS TO BE ATTRACTIVE TO PERSONS FROM
ALL OVER S.E. WISCONSIN. BANDS WILL PULL
PEOPLE FROM ACROSS AREA TO DHEINSVILLE.

Itemized Cost Details:

WASH. CO. INSIDER \$650- for 3 months.
LOCAL NEWSPAPER'S ADS APPROX. \$400 PER ISSUE.

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

NS/A

RECEIVED

JUL 06 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: 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: (4) requests \$2,500/ea.
MAXIMUM AMOUNT REQUESTED IS \$2500 PER REQUEST
4. Date by which funding is desired: August 15, 2016

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)

1A. The Vietnam Era Education Hall – August 24 to September 5, 2016 / Request: \$2,500

We will transform the American Legion Post 1 into a self-guided hands-on experience to educate both youth and adults alike about the Vietnam war. When you come through the hall you will become a soldier from Vietnam. At the end of the self-guided tour, you will learn the fate of the soldier you represent. This experience is meant to help the attendee better understand what the 58,307 names on The Moving Wall truly stands for. Also, on September 2nd, during the moving wall event we will have close to 1,000 students from multiple schools tour the Vietnam Era Education Hall, as well as the Moving Wall, during their field trip.

1B. Full-color Keepsake book – August 24 to September 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 it. You will get an exclusive look at 18 amazing class projects that were created from nearly 100 Germantown HS students for the Vietnam Era Education Hall, as well as interviews that took place from many local Vietnam Veterans by students. Also included will be the 14 fallen soldiers from Washington County that were researched by a Milwaukee journalism class, a few Germantown HS Students and edited by the West Bend Daily newspaper, that will together be in one location for the first time. All the names on the Wall from Wisconsin will be honored as well. The Germantown Historical Society will too have it's place. They will provide a rich account for what was happening in Germantown during the years of the Vietnam war. There will be much more information included in this exclusive colorful keepsake book that will be for sale in the Vietnam Era Education Hall during the two weeks it's open.

2A. The Moving Wall – September 1-5, 2016 / Request: \$2,500

When The Moving Wall™ arrives to Germantown and is ready to be taken to the display site, it will get a proper escort from our American Legion riders, as well as other motorcycle groups. Together all the riders will make a grand entrance by leading the The Moving Wall™ through town with the highest level of respect to the display site. Once it is all set up, the Moving Wall™ will be available for five days which will also include ceremonies and other appropriate events. There is no cost to attend anything and it will be available for viewing 24/7 rain or shine. There will also be mental health counselors available, as well as medical assistance in case of an emergency.

2B. The Healing Field® Display – September 1-5, 2016

The Healing Field® Display is the premiere program of Colonial Flag Foundation. Each flag represents an individual and tells their story. It consists of a decidedly visual display of full size 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 on behalf of someone who is a Veteran, active duty Armed Forces, or First Responder. We are committed to at least 400 flags, however our goal is to sell and display 1,000 flags from all over WI and the United States. Each flag will come with certificate of authenticity.

3. American Huey 369 – September 2-4, 2016 / Request: \$2,500

Sacrifice is meaningless without remembrance. American Huey 369 from Peru, IN, 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. American Huey 369 will be present along with membership rides for \$100.

4. Welcome Home Parade – September 3, 2016 / Request: \$2,500

On Saturday, September 3, 2016, a very unique "Welcome Home" parade for all of the Vietnam Era Veterans will take place. It is the long overdue "Welcome Home" they all deserve. For anyone who has seen an Honor Flight parade, you know just how emotional, heartwarming, personal, and amazing it is. We are working with several people that help put together Honor Flights in Wisconsin, to bring the same level of detail and honor into The Germantown Moving Wall "Welcome Home" parade. Rain or shine, this will be an event not to be missed. This parade has been a state wide open invitation. The start time and route is at noon, with ceremonies and musical entertainment to follow throughout the day.

Goals of your event/project:

Overall, our goal for The Moving Wall is to bring hope, healing, and respect for Vietnam veterans and all veterans, Armed Forces and their families. As well as to educate youth about the price that was paid for the freedoms we have in this great country. The hope is also to bring the community together in the name of patriotism. The school district, over 10 boy/girl scout troops, and other youth groups have been heavily involved.

Listed below are all of the events/parades in which we are promoting the Germantown Moving Wall event:

5/6/2016 – Comedy Benefit at CrossWay Church
5/7/2016 – Veteran's Dinner & Speaker Series
5/26/2016 – North Middle School - Honoring Vets
5/28/2016 – Falls Memorial Fest
5/30/2016 – Memorial Day - Germantown Post 1
5/30/2016 – Memorial Day - Cedarburg
6/12/2016 – Flag Day - Americanism Center, Fredonia
6/25/2016 – Strawberry Fest - Cedarburg
7/2/2016 – July 4th - Grafton
7/3/2016 – July 4th - Menomonee Falls
7/4/2016 – July 4th - Germantown
7/4/2016 – July 4th - West Bend
7/16/2016 – Fish Day - Port Washington
7/21/2016 – Taste of Germantown
7/26-31/2016 – Washington County Fair
8/3-7/2016 – Ozaukee County Fair
8/13/16 – Memorial Ride

Daily News weekly sharing stories of the 14 fallen soldiers from Washington County
Daily News Memorial Day Honor Flight section
The WI EMS Association magazine - state wide ad
Express News
Press release media blast to all WI media

COST DETAILS (below are bills paid to date, there are still additional costs to come)

MAIN

The Moving Wall	\$2,500 (\$2,500.00 – due 9/1/16)
American Huey 369	\$5,000 (\$5,000.00 – due 9/1/16)
Huey complimentary flight for parade X6 (\$600.00 – due 9/1/16)	
7 Hotel rooms x 3 = \$2,100.00 (\$2,100.00 – due 9/1/16)	
Historic Military impressions	\$1,000
Healing Field flags display	\$4,812 (\$3,218– due 7/5/16)
Peter Finnegan (photography) for Edu Hall	\$1,500
Hotel room x 4 nights – \$400 (\$400– due 9/1/16)	
Electric	\$2,008.17
Education hall materials	\$900.00
Total	\$17,720.17

COMMUNICATIONS

(4) Banners with event info for parades	\$384.00
(4) Banners for static display	\$270.34
(1) Banner parades	\$137.28
Flyers – Healing Field (3,500)	\$291.07
Save the Date postcards (15,000)	\$2,288.71
Brochures (4,500)	\$704.88
Flyers – Speaker series	\$67.05
Flyers – Parade form (1,000)	\$162.20
Flyers – Sponsorship Forms (3,000)	\$120.10
Posters (2,000)	\$325.00
Address envelopes pre-sort (735)	\$284.49
Envelopes (1,000)	\$77.43
Sponsorship letters (800)	\$41.28
Copies for mailings	\$133.78
Postage	\$330.00
Paper, envelopes, labels	\$250.69
Envelopes 10 x 13	\$9.99
Ink for printer	\$377.41
WI EMS Association Advertising	\$430.00
Newspaper Honor Flight section Advertising	\$376.73
Total	\$7,134.70

Grand Total **\$24,854.87**