

TOURISM/COMMUNITY BETTERMENT COMMITTEE
Meeting Minutes for July 12, 2016

1. Meeting Called to Order:

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

2. Members Present:

Chairperson Hughes, Members Adair, Ciurro, Grgich, Rogers, new member Meyer

Excused: Merry, **Brady**

~~Absent: Brady~~

3. Approval of Minutes: A correction was made to the minutes of the March 24, 2016 meeting: In the Request for Funds #4 by the Eastern Kettle Moraine Moose Lodge, it looks like there was a typographical or addition error for the amount approved. The 12 double-sided banners came to \$909.60 plus the 3'X8' banner at \$206, adds up to \$1,115.60 versus the \$1,015.60 reflected in the minutes. Adair moved the minutes of the March 24, 16 meeting amend the amount approved for the Eastern Kettle Moraine Moose Lodge to be \$1,115.60; Ciurro seconded. Motion carried.

With the correction of the minutes of the approved amount for the Eastern Kettle Moraine Moose Lodge to \$1,115.60, Rogers moved to approve the March 24, 2016 minutes; Meyer seconded; the motion carried.

4. New Business:

A. Election of Secretary for Tourism/Community Betterment Committee: Adair moved to elect Lynn Grgich as secretary for the Tourism/Community Betterment Committee; Ciurro seconded. Motion carried

B. Request for Funds:

Grgich made a motion to move request #3 to top of list; Adair seconded. Motion carried.

1. Germantown Historical Society Request for \$2,500 presented by Jeff Dhein

- The historical society is planning four bier garden events this summer at Dheinsville Park
- The hours are 2pm-8pm, once a month. Schedule is dependent on when they can get volunteers to man the event
- It is felt the audience for their bier gardens is Washington County
- Newspaper advertising in Washington County Insider \$650 for 3 months, and local newspapers such as the Express News \$400/issue to run 4x

Grgich moved to approve up to \$2,500 requested by the Germantown Historical Society for advertising their bier gardens; seconded by Meyer. Motion carried.

2. Visit Washington County request for \$8,000 presented by Elaine Motl

- The Visitors Guide has a new format; communities and their amenities are listed separately rather than lumping all dining, all shopping, all lodging together. Easier to learn what is available within one community to help in planning your visit.

- The Germantown Park & Rec is listed on the back page among other spots within the guide
- Germantown events such as the 4th of July, Mai Fest, Veterans Memorial are promoted
- Events such as the 5k Run are promoted in Silent Sports publications
- Key Milwaukee is a publication that targets visitors in Milwaukee. Ads are placed here several times a year.
- Tourism is the #3 industry in Wisconsin and visitor spending has been increasing since 2011

Grgich moved to forward a recommendation to the Village Board with an approval for the \$8,000 requested by Visit Washington County; Ciurro seconded. Motion carried.

3. Imagination Theatre of Germantown request for \$2,500 presented by Eric Salter

- Each production brings 75% of the crew and cast from outside of Germantown
- Each production brings 80% of the attendees from outside of Germantown
- New this time are the use of yard signs to promote their presentations. In the past it was one banner on Pilgrim Road. The yard signs allow their cast and crew to promote outside of Germantown.
- With theatre productions, the means to get folks to attend isn't always advertising
- Recognition for funding provided by the Tourism Committee will be provided via an insert in each program
- We did discuss approvals in the past for the royalties (rights for the show) and how changes may prevent this committee from approving those requests in the future

Ciurro moved to give Imagination Theatre \$2,500 this year; Meyer seconded. Motion carried.

4. American Legion Post #1 four requests at \$2,500 each presented by Jim Heiman and Dale Schuldt

- The American Legion Post #1 presented very complete descriptions of the scope of each area covered by the individual requests along with detailed cost itemizations
- The Daily News has been carrying weekly stories of the 14 fallen soldiers from Washington County
- The WI EMS Association magazine, a state wide publication, ad
- A list of events and parades the Germantown Moving Wall has been a part of, was presented
- If funding is approved, the Tourism/Community Betterment Committee will be acknowledged in all future printed materials

Grgich moved to approve \$2,500 to the American Legion Post #1 for expenses for the Vietnam Era Education Hall and the Full-color Keepsake book; Adair seconded. Motion carried.

CORRECTED

Rogers moved to approve \$2,500 to the American Legion Post #1 for expenses for The Moving Wall and The Healing Field Display; Grgich seconded. Motion carried.

Adair moved to approve \$2,500 to the American Legion Post #1 for expenses for the American Huey 369; Meyer seconded. Motion carried.

Rogers moved to approve \$2,500 to the American Legion Post #1 for expenses for the Welcome Home Parade; Meyer seconded. Motion carried.

Adjournment:

The meeting was adjourned by Chairman Hughes. At 7:15pm

Respectfully Submitted by:
Lynn Grgich