

VILLAGE OF GERMANTOWN  
N112 W17001 MEQUON ROAD  
GERMANTOWN, WI 53022

MEETING: **GERMANTOWN TOURISM COMMISSION**

DATE AND TIME: **THURSDAY, March 23, 2017** **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:** Hughes, Members Adair, Ciurro, Grgich, Merry, and Rogers
- III. **ELECTION OF:** Chair, Vice Chair and Secretary
- IV. **APPROVAL OF MINUTES:** December 19, 2016 meeting
- V. **NEW BUSINESS:**
  - A. Policies and Procedures for 2017 Room Tax Law Changes
  - B. Germantown Fire Department Funding Requests
- VI. **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 December 19, 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, Grgich, Meyer, Rogers

Excused: Brady, Merry

Absent: Ciurro

**3. Approval of Minutes:** Adair moved to approve the Minutes of the October 17, 2016 meeting; second by Rogers. Motion carried.

**4. New Business:**

**A. Request for Funds:**

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

- This request is for Oktoberfest 2016
- Oktoberfest brings visitors from across the Midwest who stay for both days
- Jeff provided an Income/Expense report for the past 3 years
- The Village Tourism funding is promoted in newspaper ads, on fliers and posters for the event

Grgich moved to approve up to \$2,500 requested by the Germantown Historical Society for Oktoberfest 2016; seconded by Meyer. Motion carried.

**Adjournment:**

The meeting was adjourned by Chairman Hughes at 6:06pm.

Respectfully Submitted by:

Lynn Grgich

Secretary

V - A

## MEMORANDUM

To: Germantown Tourism Commission  
From: Brian C. Sajdak, Village Attorney  
Date: March 17, 2017  
Re: Commission Rules and Procedures

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This memorandum is prepared in advance of your first meeting as the recently recreated Germantown Tourism Commission. As you may recall from my prior appearances with Tourism and Betterment Committee, this change resulted from a change in the state law as it relates to the use of room tax dollars. Under that change, the Village's room tax dollars are to be allocated by the Tourism Commission for the purposes of tourism promotion and development. Under § 1-378 of the Municipal Code:

Tourism promotion and tourism development means any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment on which a room tax under § 3.11(2) may be imposed, that are owned by different persons and located within a municipality in which a tax under this section is in effect; or, if the municipality has only one such establishment, reasonably likely to generate paid overnight stays in that establishment:

- (a) Marketing projects, including advertising media buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motorcoach groups.
- (b) Transient tourist informational services.
- (c) Tangible municipal development, including a convention center.

In order to accomplish this task, the municipal code gives you the following powers:

- (a) The Tourism Commission shall meet regularly, and shall elect a chairperson, vice chairperson and secretary.
- (b) The commission shall use the room tax revenue it receives from the Village for tourism promotion and tourism development in the Village.
- (c) The commission shall report annually to the Village the purposes for which the revenues were spent.
- (d) The commission may not use any of the room tax revenue to construct or develop a lodging facility.
- (e) The commission shall develop and promulgate simple and straightforward substantive and procedural guidelines for its ranking, prioritization and awarding

of funding requests, and may amend the same from time to time. Guidelines and amendments shall be submitted to the Village Board for approval.

Accordingly, at this first meeting you have a two primary tasks. First, you will need to elect the officers of the commission. The chair is the head of the commission and is tasked with setting the agenda for commission meetings and presiding over the meeting. The vice chair acts in the absence of the chair. The secretary's main role is to take minutes of the meetings of the commission. The second task will be to develop guidelines for addressing the funding requests the commission receives. This second task may not be completed in one sitting, and can also be amended from time-to-time as the commission reacts to the requests it receives.

As it relates to the guidelines, in light of the statutory change there are few communities who have begun the process of developing these guidelines. Accordingly, there is not a standard form that can be provided to you as an example. However, I have enclosed a copy of the application form from the Tourism and Betterment Committee's application for funds. The form itself may provide the starting point for your own application, and the guidelines on the second page may spark discussion concerning what guidelines you would like to use. One question that is not on the form that you might consider adding is "How would the requested funds be used in tourism promotion and tourism development?" Additional questions for you to consider and discuss are:

- Will the commission utilize all the funds every year, or look to maintain some reserves for larger projects?
- Will the commission utilize solely cash grants, or would the commission look to utilize the funds as a pool of funding for a revolving loan fund?
- What types of funding requests will receive priority? For example, is it more important to utilize the funds for tangible development or for advertising?

Recognize that this is a new process. There likely are no "right" answers at this point to some of these questions. Some trial and error may occur. You can always amend your policies as needed.

**GERMANTOWN TOURISM / BETTERMENT FUND  
REQUEST FOR FUNDING  
CALENDAR YEAR: \_\_\_\_\_**

Funds may be requested by groups for Tourism Projects (projects or events that will bring visitors to the Village of Germantown).

1. Group Name: \_\_\_\_\_  
Address: \_\_\_\_\_ Germantown, WI 53022
  2. Responsible person's name: \_\_\_\_\_ Phone No: \_\_\_\_\_
  3. Amount requested: \_\_\_\_\_
- MAXIMUM AMOUNT REQUESTED IS \$2500 PER REQUEST**
4. Date by which funding is desired: \_\_\_\_\_

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)**

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**Goals of your event/project:**

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**Cost Details:**

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

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## GUIDELINES

1. Applicants must be a Germantown resident, civic organization or business.
2. Funds shall not be used for fundraising functions. However, they may be used in conjunction with funds raised by such functions for projects or improvements.
3. Funds shall be used for improvements, events or marketing materials that promote tourism in the Village..
4. All funds are to be used in the year in which they are approved.
5. Any unused funds in the calendar year will be carried over to the next succeeding years budget
6. If a project received funding from another budget within the Village, it will not qualify for funds from the Tourism/Betterment Fund (ie., including but not limited to library or park projects, including capital improvements).
7. All receipts must be submitted to the Village Clerk within 60 days of approval or of the day of the event for reimbursement. (Washington County Convention and Visitor's Bureau may submit their current budget [revenues/expenses] as acceptable proof of expenditures to validate their claim for reimbursement [Per General Government & Finance Committee 2/22/05]). **Failure to submit receipts within 60 days of approval or of the day of the event shall result in a forfeit of funding.**
8. Upon approval, any advertising and projects must display: "Sponsored in part by Village of Germantown Tourism/Betterment Fund."
9. While a group may submit more than one request, funds will be allocated at the discretion of the Committee.
10. A representative from your organization must be present at the Tourism/Betterment meeting when funds are requested. A notice will be sent out via mail two weeks in advance of the date, time, and location of the meeting.

Adopted: 6/01/93  
Revisions: 6/17/93, 7/30/93, 8/16/93, 11/02/98  
Revised: 6/20/00 (per guidelines adopted 2/21/00 by Village Board), 11/16/02,  
2/25/05 (per General Government & Finance Committee)  
8/28/07 (per guidelines adopted 9/17/07 by the Village Board)  
12/10/08  
2/6/10

V - B

GERMANTOWN TOURISM / BETTERMENT FUND

REQUEST FOR FUNDING

CALENDER YEAR \_\_\_\_2017\_\_\_\_

Funds may be requested by groups for Tourism Projects (projects or events that will bring visitors to the Village of Germantown).

1. Group Name: Germantown Fire Department

Address: N115 W18752 Edison Drive, Germantown, WI 53022

2. Responsible person's name: Gary L. Weiss, Fire Chief

Phone No: 414-335-3969

3. Amount Requested: \$10,000

Email Address: gweiss@germantownfiredept.com

4. Date by which funding is desired: July, 2017

Please complete this form in it's entirety. Also, please submit an itemized estimate for the full project 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)**

Please See the Attached justification sheet.

**How will your event promote tourism to Germantown?**

Please See the Attached justification sheet.

**Itemized Cost Details:**

Please See the Attached justification sheet.

**2<sup>nd</sup> & 3<sup>rd</sup> year applicants: please provide a financial statement including revenue & expense: (past financial statement)**

Not applicable

# **Germantown Tourism / Betterment Fund**

## **Event or Project Description:**

The Germantown Fire Department will be hosting a Leadership & Customer Service Symposium on August 12 and 13, 2017. The primary target audience is all fire rescue service professionals, police service professionals, emergency management and any all businesses that deals with customers. The secondary audience is anyone that want to learn more about either topic for self-improvement. This two day program will attract attendees from the States of Wisconsin and Illinois.

Our symposium instructors are nationally known and highly respected educators in the public safety field. For example, the lead instructor is the retired Fire Chief from Phoenix (Arizona) Alan Brunacini. Chief Alan Brunacini Customer Service program has been featured in the *Wall Street Journal* on two occasions. Chief Brunacini is the author of fourteen textbooks including Fire Command, Essentials of Fire Department Customer Service, the Anatomy and Physiology of Leadership just to name a few of his works. All of the instructor cadre biographical sketches are attached for your review. This will be a world class training opportunity for all public safety personnel as well as for businesses and directly interact with customers. All participants will have the great opportunity to learn new and leading edge information from some of America's the best known fire rescue service leaders.

## **How Will Your Event Promote Tourism to Germantown?**

The attendance goal has been set at 150 to 200 participants. Many attendees will be first time visitors to our Village, learning about all that we have to offer in all types of annuities, to include our local hotel. Our attendees will likely be from both Wisconsin and Illinois, dining in Germantown and using other of our services. A room block at Country Inn & Suites will be available for students as well as the headquarters hotel providing lodging for the out of town instructors. If the opportunity presents itself (sponsorship), we plan to host a large group event on either Friday or Saturday evening, keep the attendees money in our Village.

Finally, there are not enough training offerings for Wisconsin volunteer firefighters, conducted over a weekend. This event will be very attractive offering the best instructors, the best location and the best date's. Your Fire Department is hoping to partner with Germantown Convention and Visitors Bureau (GCVB) and the Germantown Chamber of Commerce to offer this unique and wonderful opportunity to prepare our first responders. If this program is successful as we believe it will be, the long term vision is to host this program annually. A ball park estimate would be that the 150 to 200 people could be visiting or people staying in Germantown for a long weekend would have a value of \$100,000 to \$200,000. dollars with the likely ability to grow from year to year.

Finally, with the help of both the CVB and Chamber, we would seek to have as much media coverage as possible. This opportunity (knowing that everyone loves a firefighter) will be a great opportunity to "showcase" our Village as a great place to work, live and play in the Milwaukee metropolitan service area (MSA).

## **Itemized Cost Details:**

We are requesting fund to cover the instructor costs which is \$2500.00 each for the two days of instruction. Each instructors cost is \$2500.00 for a total of the \$10,000 requested.

## Alan V. Brunacini

Alan Brunacini joined the Phoenix Fire Department in 1958. He served in every department position. He was promoted to Fire Chief in 1978 and retired in 2006. He is a graduate of the Fire



Protection Technology program at Oklahoma State University. He has a BS and an MPA from Arizona State University. He is the past Chairman of the Board of the National Fire Protection Association and the N.F.P.A. Fire Service Occupational Safety Committee (standard 1500). He is the immediate past Chairman of the N.F.P.A. Career Fire Service Career Organization and Deployment Committee (standard 1710). He and his two-firefighter sons currently own and operate the local command level Blue Card hazard zone management program. They also present workshops, seminars and conferences to many fire departments throughout the country on various topics. He is the author of Fire Command, Command Safety, Timeless Tactical Truths, Essentials of Fire

Department Customer Service and The Anatomy and Physiology of Leadership. He is currently working of several other fire service books. He and his sons also own and operate the quarterly hazard zone magazine the B-Shifter

## James J Augustine, M.D., FACEP

James J Augustine, M.D., FACEP is an emergency physician, and is a



Clinical Professor in the Department of Emergency Medicine at Wright State University in Dayton, Ohio. He serves a Medical Director role with Fire Rescue agencies in Atlanta, Georgia, in Naples, Florida, and in Dayton, Ohio. His roles include the Hartsfield Jackson Atlanta International Airport Fire Rescue division. He served as Assistant Fire Chief and Medical Director for the District of Columbia Fire EMS Department. Dr. Augustine has served with fire EMS agencies for 35 years. He received his fire training in the Dayton area, and became an EMT shortly thereafter. He was was the first Chair of the Ohio EMS Board.

## Larry Schulz

Lawrence Schultz has 39 years' experience as a firefighter and worked with the Washington DC Fire Department for 26 years. He retired, spending his last four years as the Assistant Chief of Operations and was responsible for the day-to-day operations of the 2200 person department. Currently he is the Emergency Manager for the City of Bowie, is a Deputy Chief with the Bowie Volunteer Fire Department and serves as a Volunteer Division Chief with the Prince George's County fire/EMS Department.



Chief Schultz served on the U.S. Secret Service's National Special Security Events (NSSE) steering committee, serving as co-chair of the Fire/Life Safety/EMS/Hazardous Materials/WMD group. He served as the Fire Departments Incident Commander for numerous large scale events such as the, 2005 & 2009 Presidential Inauguration, World War II Memorial Dedication, G-20 Nuclear Summit, Ronald

Regan State Funeral, 2008 Papal visit and numerous State of the Union addresses.

Chief Schultz received an A.A. degree in Fire Science from Columbia Southern University, a graduate of the George Washington University Center for Excellence in Municipal Management Program obtaining his certificate as a Certified Public Manager; attended the National War College to study consequence management of military support to civil authorities and is a graduate of the Naval Post Graduate School's Executive Leadership in Homeland Security Program.

## Dennis Rubin

Dennis L. Rubin was first appointed as a Fire chief in December of 1996. Chief Rubin's experience spans more than 35 years. He has served as a line firefighter, company officer, command officer, and as Chief of the Department for both the City of Atlanta and Washington D.C.



Rubin is the author of several emergency service textbooks. His first release is entitled *Rube's Rules for Survival*. This book is a collection of case studies dealing with the important topic of fire fighter safety. The next book that Rubin released was *Rube's Rules for Leadership*. The Chief discusses his 13 core values and describes how each can be applied to improve one's personal leadership capabilities. Chief Rubin's third book, *DC FIRE* was released at the Fire Department Instructors Conference (FDIC) by Fire Engineering Books. Finally, Chief Rubin is nearing completion of his fourth textbook *It's Always About Leadership*.