GERMANTOWN TOURISM COMMISSION
Meeting Minutes for April 12, 2017

1. Meeting Called to Order:
6:00pm by Jeffrey Hughes, Chairman of the Tourism Commission

2. Members Present:
Chairperson Hughes, Members Adair, Ciurro, Grgich, Rogers
Absent: Merry

Also Present: Village Attorney, Brian C. Sajdak and Al Vanderheiden

3. Approval of Minutes: Approval will have to be postponed until next meeting as minutes were sent too close to the meeting and not seen by all commission members.

4. New Business:

A. Request for Funds:

1. Deutschstadt Heritage Foundation Request for $2,500 presented by Charles Hargan
    - This request is for Mai Fest 2017
    - Due to event not being held in 2016, costs and expenses are being estimated based on two years ago
    - Also, the event will be held at a new location this year: Friedenfeld Park, Germantown
    - DHF will be leasing a bus from GoRiteway to park at the corner of Mequon Road & Country Aire Drive with arrows pointing in the direction of the park, at the corner of Pilgrim Road & Mequon Road, as well as throughout the Village
    - Promotion is being done in radio announcements, Express News Special Section, posters, placemats at area restaurants, grocery bag fliers at Pick N Save, through Travel Wisconsin (the state tourism entity) and Washington County Convention & Visitors Bureau
    - The Commission did emphasize the use of funds to cover advertising; not tents, generators, etcé

Rogers moved to approve up to $2,500 for advertising related expenses as requested by Deutschstadt Heritage Foundation for Mai Fest 2017; seconded by Grgich. Motion carried: 5 Ayes, 0 Noes.

B. Policies and Procedures for 2017 Room Tax Law Changes
Discussion:

- This process will help the Commission determine on what goals to use funds
- It is not required to designate a certain percentage for a convention center.

- It was felt the Commission should follow the order (prioritize) of uses listed in the Municipal Code:
    - 1. Marketing projects, including advertising media buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motor coach groups.
    - 2. Transient tourist informational services.
    - 3. Tangible municipal development, including a convention center.

ð Because now there is no limit on dollar amount of requests, we could run out of funds earlier in the year.

ð There is a need to develop checks and balances to know where the money is spent.

ð It was suggested we keep the $2,500 maximum request for marketing expenses. An additional request for funds could be made for other promotional uses.

ð For groups who routinely apply, this could expand their advertising ability by covering the cost to use broader methods, beyond just local advertising.

ð But publishing the $2,500 might limit applicants thinking.

ð It was suggested Guidelines be moved to the front of the application.

ð It will be up to applicants to demonstrate how they think this activity will impact overnight stays; it might not be an immediate result in an overnight stay.

Motion by Ciurro to approve the Guidelines as revised below, second by Grgich. Motion carried: 5 Ayes; 1 Noes.

Revised Guidelines

1. Funds shall be used for the following to promote tourism or lodging in the Village:
    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 motor coach groups.
    b. Transient tourist informational services.
    c. Tangible municipal development.
2. All funds are to be used within 12 months of approval.
3. Any unused funds in the calendar year will be carried over to the next succeeding yearsôbudget
4. 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 Visitors Bureau may submit their current budget (revenues/expenses) as acceptable proof of expenditures to validate their claim for reimbursement).

Failure to submit receipts within 60 days of approval or of the day of the event shall result in a forfeit of funding.

5. Upon approval, any advertising and projects must display: ñSponsored in part by Village of Germantown Tourism Commission.ò
6. While a group may submit more than one request, funds will be allocated at the discretion of the Germantown Tourism Commission.
7. A representative from your organization must be present at the Germantown Tourism Commission meeting when funds are requested. A notice will be sent out via mail two weeks in advance with the date, time, and location of the meeting.

Adjournment:
The meeting was adjourned by Chairman Hughes at 7:24pm.

Respectfully Submitted by:
Lynn Grgich
Secretary