

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

****AMENDED AGENDA-5/16/17 12:30 pm****

MEETING: **GERMANTOWN TOURISM COMMISSION**

DATE AND TIME: **WEDNESDAY, MAY 17, 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, Ciarro, Grgich, Merry, and Rogers
- III. **APPROVAL OF MINUTES:** April 12, 2017 meeting
- IV. **NEW BUSINESS:**
- V. A. ****Requests For Funds**:**
 1. **Germantown Fire Department**
\$3,500 – August 12 & 13, 2017 – Leadership & Customer Service Conference.
- B. Discussion/Action on Revisions of Application For Funds and Guidelines Form
- C. Review of Financial Balances
- VI. **NEXT MEETING:** Set Date for Next Meeting
- VII. **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.

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, etc...

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.
- Because now there is no limit on dollar amount of requests, we could run out of funds earlier in the year.
- There is a need to develop checks and balances to know where the money is spent.
- 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.
 - For groups who routinely apply, this could expand their advertising ability by covering the cost to use broader methods, beyond just local advertising.
 - But publishing the \$2,500 might limit applicants thinking.
 - It was suggested Guidelines be moved to the front of the application.
 - 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 Ciarro 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 years' budget
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: "Sponsored in part by Village of Germantown Tourism Commission."
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

**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: Germantown Fire Department
Mailing Address: N115W18752 Edison Dr. Germantown, WI 53022
2. Responsible person's name: John Delain Phone No: 262-502-4701
3. Amount requested: \$3500.00 E-mail Address: jdelain@germantownfiredept.com

MAXIMUM AMOUNT REQUESTED IS \$2500 PER REQUEST

4. Date by which funding is desired: July 1st, 2017

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)

GFD is holding a leadership and Customer Service conference on August 12th & 13th 2017. This event will be held at Kennedy Middle School and has already had people register from out of state. The conference consists of 4 nationally recognized speakers / educators that specialize in developing leadership skills to make organizations successful within their respective fields.

How will your event promote tourism to Germantown?

The presenters for this event draw from the entire country. In addition, marketing for this event ranges from Local Fire Chief Associations, Social Media including the presenters individual media accounts, National On-Scene Magazine, Fire Rescue 1 (Trade Resource for training), and Daily Briefs (Trade Resource). All of these resources touch a national audience, and will bring people to Germantown. Currently we have had people register from Michigan and Illinois, as well as local individuals.

Itemized Cost Details:

Printing: \$1000 Advertising: \$1500 Lodging for Instructors: \$728 TOTAL \$3228.00

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

**BUSINESS OF TOURISM COMMISSION MEETING
VILLAGE OF GERMANTOWN**

MEETING DATE: May 17, 2017

AGENDA ITEM: New Business

ITEM TITLE: Discussion/Action on Revisions of Application for Funds and Guidelines Form

SUBMITTED BY: Village Clerk, Barbara K. D. Goeckner

SUMMARY EXPLANATION:

While reviewing the recent set of Guideline revisions from Tourism Commission I had additional questions that I would like discussed/clarified at your meeting, for the final revisions to the Guidelines:

1. 'There is a need to develop checks and balances to know where the money is spent.'
The spreadsheet which has been used to date is part of the May 17th packet. Please review this document and let me know if this will answer the requirement for developing checks and balances to know where the money is spent. If you wish for further information to be added, please let me know and we will revise or make a document that fits the needs of the Commission.
2. 'It was suggested we keep the \$2500 maximum request for marketing expenses. An additional request for funds could be made for other promotional uses.'
Should we be changing how this is stated on the 'request for funds' sheet, so they are aware the \$2500 max for marketing and funds needed for any other things will need to be a separate request?
3. Guidelines should be moved to the front of the application. This is currently on the back of the form, but we can make it the top page from now on if that will work better for the commission.
4. Revised Guidelines – It appears they have gone to Village Board for final approval sometimes in the past. I've emailed the Village Attorney to verify this isn't necessary now that the laws have changed.
5. #7 of the Guidelines reads in part '.....A notice will be sent out via mail **two weeks in advance with date etc....'**
Changing the timing of notice would be more helpful for us if it just states: '**A notice will be sent out in advance**'. We normally send the agendas the Thursday or Friday before the meeting week, but our requirement is to have them out A MINIMUM of 24 hours in

advance of the meeting. We normally don't have the information for the meeting more than a week in advance and even if we did, we would hold onto it until the week before, because there is always a chance it will change. If it does, then we would have to amend the agenda and send it again.

Notifications:

We are doing more and more emailing of agendas and packets and this IS the simplest and quickest method for notification to the Commission members. However, we can still mail a hard copy of the packet if any of the members would like it. It is also the easiest for us if we are doing it the same for everyone, but we do have exceptions in other committees, so the most cost effective method works best as well. Please just ask your members what each of their preferences are for receiving the notices.

It would also be easiest for us to notify the requestors by email of the meeting, but again, we are open to it either being email or snail mail. But, I would recommend something be put on the application form so they can give us the proper information and select the option they prefer. That being said, we have had some requestors ask to get it by mail, but then they only go to the post office once every month or two for their mail and they miss the meeting because of that. There may not be a simple solution to this issue, but perhaps providing an option for them to have to choose will help.

Thank you for consideration of these items. Please don't hesitate to discuss with my office any other changes you would like considered for these items. Only in working together on this, can we provide the best process and documentation for us all.

Unfortunately, it is unlikely that I will be able to attend your meeting and provide input through this process. I will be in a General Government and Finance meeting in the adjacent Village Board room, but if it is possible, I will step in when the opportunity presents itself.

ATTACHMENTS:

Guidelines as revised at the April meeting of the Tourism Commission.

RECOMMENDATION:

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 year's budget
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 Visitor's 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: "Sponsored in part by Village of Germantown Tourism Commission."
6. 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 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), 11/18/02,
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
6/15/2015 – revision approved by Tourism / Betterment Committee
8/3/2015 – Clerk's Office added e-mail address
4/12/17 – revised guidelines

VILLAGE OF GERMANTOWN – CLERK'S DEPARTMENT
N112 W17001 Mequon Road, P.O. Box 337
Germantown, Wisconsin 53022
Phone: (262) 250-4740 Fax: (262) 253-8255

**GERMANTOWN TOURISM COMMISSION
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: _____
Mailing Address: _____ Germantown, WI 53022
 2. Responsible person's name: _____ Phone No: _____
 3. Amount requested: _____ E-mail Address: _____
- MAXIMUM AMOUNT REQUESTED IS \$2500 PER REQUEST FOR MARKETING EXPENSES**
4. Date by which funding is desired: _____

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)

How will your event promote tourism to Germantown?

Itemized Cost Details:

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

Tourism/Betterment Fund 2015

Carried over from 2014	\$ 47,681.00
Allocated for 2015	\$ 29,246.00
Total amount for 2014	\$ 76,927.00

Maximum amount to be requested \$2,500
Exception for Washington Co. Visitors Guide \$5,000

January 1, 2015	BEGINNING BALANCE	\$76,927.00
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<u>Meeting</u>	<u>Approved</u>	<u>Paid</u>	<u>Date</u>
<u>WASHINGTON COUNTY CONVENTION & VISITORS BUREAU - FOR 2015</u>			
Advertising and Promotion	7,500.00	\$ 7,500.00	8/25/2015
approved at 11/10/2014 Tourism and 11/17/14 Village Board			

11/10/2014

<u>American Legion Post No. 1</u>			
The Moving Wall	2,500.00	NOT REQUESTED OR PAID IN 2014	

3/9/2015

<u>Historic Preservation Commission</u>			
Printing of Brochures	423.00	NOT REQUESTED OR PAID IN 2015	

Kiwanis Club of Germantown

4th of July Celebration	2,500.00	\$ 2,500.00	7/8/2015
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Deutschstadt Heritage Foundation

Mai Fest Festival	2,500.00	\$ 2,500.00	6/5/2015
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6/15/2015

Germantown Area Chamber of Commerce

Annual Christmas Festival	2,500.00	\$ 2,500.00	12/7/2015
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8/11/2015

Imagination Theatre of Germantown

2015 Production of Seussical The Musical	2,500.00	\$ 2,500.00	8/17/2015
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Kiwanis Club of Germantown

4th of July Parade	455.00	\$ 455.00	8/17/2015
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Germantown Historical Society

Oktoberfest	2,500.00	\$ 2,500.00	11/10/2015
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American Legion Post No.1

The Moving Wall	Reapproval of 11/10/2014	\$ 2,500.00	8/17/2015
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Germantown Area Chamber of Commerce

5K Candy Cane Run/Walk	1,000.00	\$ 1,000.00	11/24/2015
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10/29/2015

Kiwanis of Germantown

Breakfast with Santa - Reindeer Games	1,600.00	\$ 800.00	11/5/2015
Breakfast with Santa - Reindeer Games		\$ 800.00	12/7/2015

TOTAL ALLOCATED	25,978.00
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Paid out to date	\$ 25,555.00
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BALANCE TO DATE	\$ 51,372.00
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ALLOCATED FOR - next year

2016 BEGINNING BALANCE	\$ 51,372.00
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Tourism/Betterment Fund
2016

Carried over from 2015	\$ 51,372.00
Allocated for 2016	\$ 33,391.00
Total amount for 2016	\$ 84,763.00

Maximum amount to be requested \$2,500
Exception for Washington Co. Visitors Guide \$5,000

January 1, 2016	BEGINNING BALANCE	\$84,763.00
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<u>Meeting</u>	<u>Approved</u>	<u>Paid</u>	<u>Date</u>
<u>3/24/2016</u>			
<u>Women of the Moose / Moose Lodge</u>			
Car and Bike Show - August 27th	500.00	\$ 498.20	9/27/2016
<u>Kiwanis Club of Germantown</u>			
4th of July Festivities	2,500.00	\$ 2,500.00	7/6/2016
<u>Eastern Kettle Moraine Moose Lodge</u>			
June 4th Annual Craft Show, Flea Market & Brat Fry	1,115.60	\$ 1,015.60	6/6/2016
		\$ 100.00	7/20/2016
<u>7/12/2016</u>			
<u>Visit Washington County</u>			
Printing of 60,000 Copies of the Visitors Guide	8,000.00	\$ 8,000.00	9/9/2016
Will be on the Village Board Agenda August 1st.			
<u>Imagination Theatre of Germantown</u>			
Musical Production - Bye Bye Birdie	2,500.00	\$ 2,500.00	8/1/2016
<u>Germantown Historical Society</u>			
Bier Gardens at Dheinsville Park - May to August 27	2,500.00	\$ 1,692.53	10/24/2016
<u>American Legion Post 1</u>			
Vietnam Era Education Hall & Full-Color Keepsake Book	2,500.00	\$ 2,500.00	8/1/2016
	2,500.00	\$ 2,500.00	8/1/2016
	2,500.00	\$ 2,500.00	8/1/2016
The Moving Wall Projects - September 5	2,500.00	\$ 2,500.00	8/1/2016
<u>10/17/2016</u>			
<u>Germantown Historical Society</u>			
Annual Dheinsville Oktoberfest	2,500.00	\$ 2,500.00	1/12/2017
<u>Kiwanis Club</u>			
4th of July Festivities - 2nd Request	360.00	\$ 360.00	11/11/2016
<u>Germantown Are Chamber of Commerce</u>			
5K Candy Cane Run/Walk	1,000.00	\$ 1,000.00	11/22/2016
<u>Germantown Are Chamber of Commerce</u>			
Annual Christmas Parade and Tree Lighting	2,500.00	\$ 2,500.00	12/5/2016
<u>Kiwanis Club</u>			
Breakfast with Santa / Reindeer Games	1,800.00	\$ 1,800.00	1/12/2017

TOTAL ALLOCATED	35,275.60
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Paid out to date	\$ 34,466.33
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BALANCE TO DATE	\$ 50,296.67
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ALLOCATED FOR - 2017

2017 BEGINNING BALANCE	\$ 50,296.67
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Tourism Commission Fund
2017

Carried over from 2016	\$ 50,296.67
Allocated for 2017	\$ 49,217.33
Total amount for 2017	\$ 99,514.00

Maximum amount to be requested \$2,500
Exception for Washington Co. Visitors Guide \$5,000

January 1, 2017	BEGINNING BALANCE	\$99,514.00
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<u>Meeting</u>		<u>Approved</u>	<u>Paid</u>	<u>Date</u>
<u>3/23/2017</u>				
<u>Germantown Fire Department</u>				
Leadership training	4 \$2500 requests	DENIED	DENIED	3/23/2017
<u>4/17/2017</u>				
<u>Deutschastadt Heritage Foundation</u>				
Mai Fest 2017	\$2500 request	\$2,500.00		

TOTAL ALLOCATED	2,500.00
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Paid out to date	\$ -
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BALANCE TO DATE	\$ 99,514.00
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ALLOCATED FOR - 2017

2017 BEGINNING BALANCE	\$ 99,514.00
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