

GERMANTOWN TOURISM COMMISSION
Meeting Minutes for May 17, 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, Merry and Rogers

3. Approval of Minutes: Motion by Adair, second by Ciurro to approve the Minutes of the 4/12/17 meeting. Motion carried: 6 ayes; 0 noes.

Note: please add the minutes from the March 23, 2017 meeting to be approved at our June meeting. We have not approved these yet.

4. New Business:

A. Request for Funds:

1. Germantown Fire Department presented by John Delain and Chief Gary Weiss for \$3,500

- This request is for a Leadership and Customer Service Conference being planned by the Germantown Fire Department.
- The presenters featured for the conference are world-class speakers on the topics and they will draw from around the country.
- Currently, the four speakers and so far, two out-of-state registrations have booked at local hotels.
- Discussion on the itemized costs were favorable for the printing and advertising, however lodging would not qualify for reimbursement.
- The printing and advertising costs fall within the \$2500 maximum request.

Rogers moved to approve up to \$2,500 for printing and advertising costs as requested by the Germantown Fire Department for the Leadership and Customer Service Conference; seconded by Ciurro. Motion carried: 6 Ayes, 0 Noes.

B. Discussion/Action on Revisions of Application for Funds and Guidelines Form

The commission started with the Memo from the Clerk's office asking for more clarification on several of the revised guidelines:

Memo #1 regarding checks and balances, the provided spreadsheet is the information the committee was looking for, indicating requests and amounts approved, those paid out, and balance remaining.

Memo #2 the committee felt the \$2500 maximum request for marketing expenses was sufficient even though higher requests would be considered.

Memo #3 confirmed wanting guidelines moved to the front/top of application

Memo #4 It has been confirmed that requests of more than \$2,500 do not need to go to the Village Board for approval per the Village Attorney.

Memo #5 regarding #7 of the revised guidelines regarding notice: "A notice will be sent out in advance" is also acceptable to the commission.

Chairman Hughes noted that #3 of the Revised Guidelines: "Any unused funds in the calendar year will be carried over to the next succeeding years' budget" can be removed entirely from the guidelines as this isn't applicable to those requesting funds, but more for informational purposes for the commission.

Reviewing the front of the Request Form here are suggestions made by the commission:

- Starting at the top: insert the Guidelines under the first sentence "Funds may be requested for Tourism Projects (projects or events that will bring visitors to the Village of Germantown)".
- Follow by 1, 2, 3 and 4 as shown.
- Discussion about different applications for different requests came up. It was felt one application would be less confusing and if additional documentation is needed for different requests, it will be addressed when presented.
- In next paragraph, "Please complete this form in its entirety..." delete the last sentence in that paragraph regarding the guidelines on the back.
- Expand question: "How will your event promote tourism to Germantown" add ***or generate overnight stays at hotels in Germantown?***
- Expand question: "Itemized Cost Details" add ***for marketing and advertising this event.***

After discussion about how much information to include on this request form, it was suggested the commission develop a FAQ sheet to be sent out with the meeting notice to help those presenting their request to be better prepared.

Adjournment:

The meeting was adjourned by Chairman Hughes at 7:07pm.

Respectfully Submitted by:
Lynn Grgich
Secretary