

VILLAGE OF GERMANTOWN  
N112 W17001 MEQUON ROAD  
GERMANTOWN, WI 53022

MEETING: **GERMANTOWN TOURISM COMMISSION**

DATE AND TIME: **WEDNESDAY, JUNE 21, 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. **APPROVAL OF MINUTES:** May 17, 2017 meeting
- IV. **NEW BUSINESS:**
- V. A. **\*\*Requests For Funds\*\*:**
  1. **Kiwanis Club of Germantown**  
**Undetermined Amount Requested for 4<sup>th</sup> of July Festivities 2017**  
**(using new guidelines for funding)**
- B. Discussion/Action on Revisions of Application For Funds and Guidelines Form
- 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 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

**GERMANTOWN TOURISM / BETTERMENT FUND  
REQUEST FOR FUNDING  
CALENDAR 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: Kiwanis Club of Germantown  
Mailing Address: P.O. Box 531, Germantown, WI 53022
2. Responsible person's name: Lynn Grigich Phone No: cell 262-347-9901
3. Amount requested: \* E-mail Address: lynngrigich@gmail.com

**MAXIMUM AMOUNT REQUESTED IS \$2500 PER REQUEST**

4. Date by which funding is desired: 7-31-17

*\* Not sure under new guidelines.*

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)**

The Kiwanis Club organizes the annual 4th of July Festivities for the community which includes (1) Independence Day Parade, (2) Food and entertainment at Firemen's Park (3) Fireworks at Firemen's Park Kennedy Middle School.

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

This event is promoted on the state Travel Wisconsin website, in the Local Express News which covers surrounding communities that do not have their own celebrations or they are on a different day (ie: Meno Falls is on 7-3rd, Maydon-Thiersville is the last weekend in June)

**Itemized Cost Details:**

Please see financials included from previous years. The expenses don't change too much and there isn't anything new planned for this year.

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

Income & Expense for 2015 & 2016 are included.

## GUIDELINES

1. Applicants must be a Germantown civic organization or business with funds to be used in Germantown.
2. Funds shall be used for improvements, events or marketing materials that promote tourism in the Village.
3. All funds are to be used in the year in which they are approved.
4. Any unused funds in the calendar year will be carried over to the next succeeding years budget
5. 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).
6. 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.**
7. Upon approval, any advertising and projects must display: "Sponsored in part by Village of Germantown Tourism/Betterment Fund."
8. While a group may submit more than one request, funds will be allocated at the discretion of the Committee.
9. 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), 11/18/02,  
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

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

2/25/2017

4th of July  
Income/Expense  
2016

| Description                   | Amount        |              | Income           | Expense         | Net             |
|-------------------------------|---------------|--------------|------------------|-----------------|-----------------|
| SPONSORS Income see list      | 9,425         |              |                  |                 |                 |
| Sponsor Expenses              |               |              |                  |                 |                 |
| Awesome Graphics: Banners     | 211.2         |              |                  | 211.2           |                 |
| Tabloid Ads                   | <u>5@\$75</u> |              |                  | 375             |                 |
| <b>Sponsor Totals</b>         |               |              | <b>9,425</b>     | <b>586</b>      | <b>\$8,839</b>  |
| <b>PARADE</b>                 |               |              |                  |                 |                 |
| Income see list entry fees    | 1225          |              |                  |                 |                 |
| Income: Tourism Funds         | *360          |              |                  |                 |                 |
| Expense                       |               |              |                  |                 |                 |
| Gerlach Stiltwalkers          | 200 *         |              |                  |                 |                 |
| Wisconsin Corvette Club       | 100 *         |              |                  |                 |                 |
| Kettle Moraine Model T        | 60 *          |              |                  |                 |                 |
| Grand Marshal                 |               |              |                  |                 |                 |
| General Comm: radios          | 475.2         |              |                  |                 |                 |
| Total Expenses                | 835.2         |              |                  |                 |                 |
| <b>Parade Totals</b>          |               |              | <b>1,585</b>     | <b>835</b>      | <b>\$750</b>    |
| <b>PARK</b>                   |               |              |                  |                 |                 |
| Income: vendors fees          | 650           |              |                  |                 |                 |
| Income: vendors royalty sales | 2,565.61      |              |                  |                 |                 |
| Income: Tourism Funds         | **2500        |              |                  |                 |                 |
| Expense                       |               |              |                  |                 |                 |
| Port-A-John                   | **1550        |              |                  |                 |                 |
| Accompany of Kids             | **400         |              |                  |                 |                 |
| Downtown Harrison             | **1000        |              |                  |                 |                 |
| Lincoln Contractors Supply    | 263.34        |              |                  |                 |                 |
| Total Expenses                | 3,213.34      |              |                  |                 |                 |
| <b>Park Totals</b>            |               |              | <b>5715.61</b>   | <b>3213.34</b>  | <b>2,502.27</b> |
| <b>Other Expenses</b>         |               |              |                  |                 |                 |
| postage                       | 258.6         |              |                  |                 |                 |
| copies:letter, entry forms    | 405           | Express News |                  |                 |                 |
| cell phone; 4@\$35            | 140           |              |                  |                 |                 |
| Lynn Grgich                   | 4,000         |              |                  |                 |                 |
| Total Other Expenses          | 4803.6        |              |                  | 4803.6          | -4803.6         |
| <b>Bartolotta Fireworks</b>   | 7,250.00      |              |                  | 7,250.00        | -7250           |
| Permit Fee & background check | \$107         |              |                  | 107             | -107            |
| <b>Sub Totals</b>             |               |              |                  |                 |                 |
| <b>GRAND TOTALS</b>           |               |              | <b>16,725.61</b> | <b>16794.94</b> | <b>(\$69)</b>   |

2/25/2017

4th of July  
Income/Expense  
2015

| Description                        | Amount        |              | Income    | Expense  | Net      |
|------------------------------------|---------------|--------------|-----------|----------|----------|
| SPONSORS Income see list           | 10,700        |              |           |          |          |
| Sponsor Expenses                   |               |              |           |          |          |
| Awesome Graphics: Banners          | 150           |              |           |          |          |
| Tabloid Ads                        | e4@\$80 \$320 |              |           |          |          |
| <b>Sponsor Totals</b>              |               |              | 10,700    | 470      | \$10,230 |
| <b>PARADE</b>                      |               |              |           |          |          |
| Income see list entry fees         | 875           |              |           |          |          |
| Income: Tourism Funds              | *\$455        |              |           |          |          |
| Expense                            |               |              |           |          |          |
| Gerlach Stiltwalkers               | 175 *         |              |           |          |          |
| Mary Ernst-Petals the Clown        | 100 *         |              |           |          |          |
| Wisconsin Corvette Club            | 100 *         |              |           |          |          |
| Kettle Moraine Model T             | 80 *          |              |           |          |          |
| FASTSIGNS: Grand Marshal           | 106           |              |           |          |          |
| General Comm: radios               | 316           |              |           |          |          |
| Total Expenses                     | 877           |              |           |          |          |
| <b>Parade Totals</b>               |               |              | 1,330     | 877      | \$453    |
| <b>PARK</b>                        |               |              |           |          |          |
| Income: vendors fees               | 800           |              |           |          |          |
| Income: vendors royalty sales      | 2,025.55      |              |           |          |          |
| Income: Tourism Funds              | **2500        |              |           |          |          |
| Expense                            |               |              |           |          |          |
| Port-A-John                        | **1457        |              |           |          |          |
| Accompany of Kids                  | **400         |              |           |          |          |
| Downtown Harrison                  | **900         |              |           |          |          |
| Lincoln Contractors Supply         | 263.34        |              |           |          |          |
| Total Expenses                     | 3,020.34      |              |           |          |          |
| <b>Park Totals</b>                 |               |              | 5325      | 3020.34  | 2,304.66 |
| <b>Other Expenses</b>              |               |              |           |          |          |
| office supplies; labels, envelopes | 112.52        |              |           |          |          |
| copies:letter, entry forms         | 402.59        | Express News |           |          |          |
| cell phone; 4@\$35                 | 140           |              |           |          |          |
| Lynn Grgich                        | 4,000         |              |           |          |          |
| Total Other Expenses               | 4655.11       |              |           | 4655.11  | -4655.11 |
| <b>Bartolotta Fireworks</b>        | 7,250.00      |              |           | 7,250.00 | -7250    |
| Permit Fee & background check      | \$107         |              |           | 107      | -107     |
| <b>Sub Totals</b>                  |               |              |           |          |          |
| <b>GRAND TOTALS</b>                |               |              | 17,355.00 | 16379.45 | 975.55   |

**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).

**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. **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.**
4. **Upon approval, any advertising and projects must display: "Sponsored in part by Village of Germantown Tourism Commission."**
5. **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.**

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.

**Event or project description: (Please provide details regarding your event or project)**

---

---

---

---

---

## 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 –draft revised guidelines  
5/17/17 – draft #2 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