

GERMANTOWN TOURISM COMMISSION
Meeting Minutes for June 21, 2017

1. Meeting Called to Order:

6:00pm by Jeffrey Hughes, Chairman of the Tourism Commission

2. Members Present:

Chairperson Hughes, Members Adair, Grgich, and Rogers; Ciarro arrived a little later
Excused: Merry

3. Approval of Minutes: Motion by Rogers, second by Adair to approve the Minutes of the 5/17/17 meeting. Grgich noted the Minutes from the March 23, 2017 meeting did not make this meeting packet and will be included at the next meeting. Motion carried: 5 ayes; 0 noes.

4. New Business:

A. Request for Funds:

1. Kiwanis Club presented by Lynn Grgich for an undisclosed amount

- This request is for the 4th of July Festivities in Germantown.
- The amount was left blank because this application was completed in late January while the funding process was in the re-organizing stage.
- With Express News as our media sponsor, the ad and tabloid expenses are generously donated.
- The question is, from how far would this event pull visitors to Germantown? Would you expect an overnight stay for a 4th of July celebration?
- This event would certainly draw from Menomonee Falls, Mequon-Thiensville (especially with these communities' events being on dates other than July 4th), Richfield, Colgate, Hubertus, Jackson. But these wouldn't be overnight visitors. Would the funding cover advertising in these areas?

Rogers moved to approve up to \$2,500 for marketing and advertising costs for the 4th of July Festivities; seconded by Ciarro. Motion carried: 4 Ayes, 1 Abstain, 0 Noes.

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

The revised application included in the packet for tonight's meeting was reviewed and a few more changes were made:

- The minutes may have been misinterpreted as a couple of questions were missing and the guidelines were restated on the back. Grgich presented a draft including the missing questions and removing the extra guidelines. See draft.
- On the front page it was decided the bolded wording MAXIMUM AMOUNT REQUESTED IS \$2500 PER REQUEST FOR MARKETING

EXPENSES.... Might be misinterpreted to applicants that this is the always the maximum amount allowed to be requested, when in fact it is not.

- After some discussion, it was determined this information should be included in the FAQ sheet to be developed and this wording should be removed from the body of the application.
- Also, is it necessary to list the Adopted, Revisions, Revised dates on the application?

The commission will work on developing a FAQ sheet, at their next meeting, to be sent out with the meeting notice to help those presenting their request to be better prepared.

5. Next Meeting: Wednesday, August 16, 2017, 6:00pm

6. Adjournment:

The meeting was adjourned by Chairman Hughes at 6:33pm.

Respectfully Submitted by:

Lynn Grgich

Secretary