

GERMANTOWN TOURISM COMMISSION
Meeting Minutes for October 25, 2017

1. Meeting Called to Order:

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

2. Members Present:

Chairperson Hughes, Adair, Ciurro, Grgich, Merry, Rogers

3. Approval of Minutes: Minutes from the August 16, 2017 meeting were not included in the packet. Postpone approval to our next meeting.

4. New Business:

A. Request for Funds:

1. Visit Washington County (WCCVB) for \$8,000.00 presented by Elaine Motl
 - a. Elaine presented a summary of the accomplishments in 2017 in which Germantown was promoted.
 - b. Two co-op ads were done with the Department of Tourism including Wisconsin Travel Guide and the Chicago Daily Herald Fall insert
 - c. Washington County including Germantown received an editorial in Badger Sportsman magazine with 260,000 copies distributed in WI and IL. Editorial content is more valuable than an ad.
 - d. Visit Washington County uses Twitter, Facebook, Instagram and has a new website in 2017.
 - e. Hartford, Jackson and West Bend each contribute \$5,000 to Visit Washington County.
 - f. Requests for visitor information come from Iowa, Indiana received from information requests inserted in publications in those states.
 - g. Golf will still be featured due to residual trips after the U.S. Open.

Grgich moved to approved \$8,000 for promotion done in 2017; Ciurro seconded. Motion passed: 6 Ayes; 0 Nos

Elaine asked about the timing of her requests. Due to weather-related missed meetings she is requesting funds for promotion she has already done. She would like to time her application for the upcoming year. It was suggested she complete an application for 2018 and be added to the agenda in the next month or so.

2. Germantown Historical Society for Oktoberfest \$5,950.42 presented by Jeff Dhein
 - a. This request is for the 2017 event.
 - b. This request includes a list of all potential expenses so the commission can determine what qualifies for reimbursement.
 - c. A featured band from Chicago, IL did bring followers that stayed in hotels.

- d. Promotional mugs available for purchase by attendees while a nice keepsake, would not have brought visitors to the event.
- e. The TV's and flash drives were one-time purchases to be able to loop sponsors of the event. Again, this expense would not have brought visitors to Oktoberfest. A nice benefit to sponsors.
- f. Yard signs placed around Germantown would be for local traffic, not bringing in visitors from out of the area.

Grgich moved to approve covering expenses to Town Square Publications, ExpressNews, Conley Media and WTKM totaling \$1,725.73; Merry seconded. Motion passed 6 Ayes; 0 Nos.

Grgich moved to amend the original motion to add the three items listed to APQ Printing totaling \$165 to the four items listed in the original motion; Merry seconded this amended motion. Motion passed 6 Ayes; 0 Nos

Note: total funds approved \$1,890.73.

3. Germantown Area Chamber of Commerce \$1,000 request presented by Lynn Grgich

- a. This request is specific to the 5k Candy Cane Run/Walk for the expense of timing the race.
- b. By hiring Absolute Race Timing to perform this task, our event is listed on their website as a benefit to those that use their service. They list all the races they time on their website which makes them a resource to everyone in the area looking for races to participate in.
- c. This promotional opportunity is not available to other race events.
- d. Since registrations contain name and address information, we can document that participants come from out of the area; Brookfield, Fond du Lac, Madison, etc...

Ciurro moved to approve \$1,000 for the race timing because it does include promotional advertising; Adair seconded. Motion passed 5 Ayes; 0 Nos; 1 Abstain

4. Germantown Area Chamber of Commerce up to \$2,500 for the Christmas Festival presented by Lynn Grgich

- a. Reviewing the list of expenses so far for the 2017 event, expenses for advertising going out of Germantown such as: Journal Sentinel Digital Advertising, the Daily News/Washington County Post, Greater Valley Newsletter (Fox Valley); are acceptable for reimbursement.
- b. Lynn explained the sponsor ads shown are for the special event tabloid which is published the weekend prior to the event and inserted in the local papers.

Ciurro moved to approve up to \$2,500 for the Christmas Festival for advertising for the Christmas Festival event; Adair seconded. Motion passed: 5 Ayes; 0 Nos; 1 Abstain

5. Kiwanis Club of Germantown \$1,800 for Breakfast with Santa presented by Cheri Schadeberg

- a. This is the 6th year for this event and started as Kiwanis' gift back to the community.
- b. Adding the "live" reindeer several years ago really increased attendance.
- c. Because it is closed to Christmas, many local families bring in extended family and friends from out of the area.
- d. Fliers are handed out starting with the 4th of July parade, and continue with Express News and Conley Media.
- e. Marketch, LLC d/b/a Reindeer Games does include all the locations their reindeer will be featured at on their website. It can be assumed especially around the Christmas season families search Reindeer Games' website for opportunities to visit.
- f. Is there a way to determine what the value of promotion is within the \$1,800 cost for the reindeer?
- g. Cheri asked about how to determine what, if anything to spend on marketing and what will be beneficial to the event.

Rogers moved to approved up to \$1,800 for advertising the Breakfast with Santa event; Grgich seconded. Motion passed: 6 Ayes; 0 Nos.

B. Reviewed Fund Balance

5. Next Meeting: not set. Will be determined with next request for funds.

6. Adjournment:

The meeting was adjourned by Chairman Hughes at 7:09pm.

Respectfully Submitted by:
Lynn Grgich
Secretary