

Revised

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

MEETING: **GERMANTOWN TOURISM COMMISSION**

DATE AND TIME: **WEDNESDAY, February 28, 2018** **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:** August 16, 2017 and October 25, 2017 meetings.
- IV. **NEW BUSINESS:**
 - A. Request For Funds:
Kiwanis Club-\$1,800 Breakfast with Santa
 - C. Review of Financial Balance
- V. **NEXT MEETING:** Set Date for Next Meeting
- VI. **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 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

GERMANTOWN TOURISM COMMISSION
Meeting Minutes for August 16, 2017

1. Meeting Called to Order:

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

2. Members Present:

Chairperson Hughes, Adair, Ciurro, Grgich, Rogers

Excused: Merry

3. Approval of Minutes: Motion by Ciurro, second by Adair to approve the Minutes of the 3/23/17 and 6/21/17 meetings. Motion carried: 5 ayes; 0 noes.

4. New Business:

A. Request for Funds:

1. Germantown Historical Society for Oktoberfest \$2,500

- a. No one from the Germantown Historical Society was present; request will be tabled.

2. Germantown Kiwanis Community Foundation, Inc. \$10,000 request presented by John Krause

- a. The project has progressed to the point a building permit has been applied for this week.
- b. The Corporate Fundraising Packet contents were reviewed.
- c. The Buy-A-Brick program started with 400 available; 250 sold to date
- d. There have been 4 changes in location within Firemen's Park as the pavilion became part of a long-range development plan for the park created by the Village.
- e. Expect to start building in Fall 2017.
- f. Target date to complete fundraising (includes pledges) is Labor Day 2017.
- g. The Kiwanis Club has committed to the Village that construction will not commence until all funds are accounted for/pledged.
- h. Upon completion, the pavilion will be deeded over to the Village of Germantown.
- i. \$10,000 will go toward construction.
- j. Concern was expressed how this would attract tourism.
- k. The pavilion and the park development provides the potential for visitors and overnight stays and will provide a larger venue for events.
- l. One example: Jim Barnes, the Community Band director foresees opportunities to host band events that would run over the weekend.
- m. How many requests will come through this committee for similar funding? They each will be reviewed as presented.
- n. The amount being requested isn't a significant percentage of total project cost.
- o. Community Band is just one group looking to use the pavilion.

- p. The project itself has attracted the attention of the Kiwanis organization at the Regional Level due to the scale of this project.
- q. If this request is approved, this Tourism Commission would be added to a recognition plate that will be attached to the pavilion.

Ciurro moved to approve \$10,000 for the Gehl Foods Performing Arts Pavilion; seconded by Adair. 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 approved.

The commission started work on developing a FAQ sheet to be included with the application.

Questions to be listed may include:

What type of requests have you supported in the past?

How much is available?

What is the process to get funds?

Who is eligible to apply for funds?

What information do I need for the meeting?

C. Reviewed Fund Balance

5. Next Meeting: Wednesday, October 25, 2017, 6:00pm

6. Adjournment:

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

Respectfully Submitted by:

Lynn Grgich

Secretary

To: Germantown Tourism Commission

From: Cheri Schadeberg, Chairperson- Kiwanis Breakfast with Santa



Date: January 25, 2018

RE: Request for Funding

This document provides a summary of the 6th Annual –Kiwanis Breakfast with Santa event held December 17, 2017 at Florian Park Banquet Center. The event was very successful with attendance of 920 folks—our event grew by 158 people this year...a 20% increase. Everyone enjoyed a delicious breakfast, visits with Mr. and Mrs. Claus, and pictures with our live reindeer. Needless to say it was a fun-filled, busy morning.

The following items are included in this summary:

- Income and Expense breakdown
- Invoices for all expense items
- List of promotional efforts for the event – both within and outside of Germantown

The Kiwanis Breakfast with Santa committee would request that the Tourism Commission of Germantown approve the full amount of \$1800.00 requested at the commission meeting 10/25/17. Thank you for your consideration.

DECEMBER 17, 2017

NET PROFIT: \$ 589.80

PROMOTIONAL EFFORTS

KIWANIS BREAKFAST WITH SANTA 12/17/17

I. Full Color Sponsor Placemats (see attached)

Newly designed placemats were created this year and printed by Digital Edge. 2000 Total placemats purchased. 1000 were utilized the morning of our BWS event and 1000 were distributed to the following restaurants:

- Aldo's Pizza and Pub – Germantown
- George Webb - Germantown
- Brisco County Wood Grill – Menomonee Falls
- La Cabana – Richfield
- Sawmill Inn – Richfield
- Sobelman's – Richfield
- West Bend Tap – West Bend
- Riverside Brewery – West Bend
- Red Café – Hartford

II. Hometown Publications – Express News (receipts incl.)

- Purchased a full color ad along with an article for an extended circulation area including Germantown, Menomonee Falls, Sussex, Brookfield, West Allis, and NW Wauwatosa
- Purchased an "online" boost for our event

III. Conley Media – Washington County

- Community Calendar for December

IV. Reindeer Games – Erin, Wisconsin

- Kiwanis BWS listed on their website. From December 1-12, 2017: 19,291 Website “hits”
- 1600 Facebook followers

V. Florian Park Conference and Event Center

- “Boosted” BWS event via Facebook 4x during December and reached 2098 people.

VI. Pancakes on the Go

- Facebook and Website advertised our BWS event 1300 Facebook followers and average of 600 “hits” per day during December for their website

VII. Kiwanis of Germantown

- Our event “boosted” on Facebook throughout the month of December and members shared as often as possible. 1711 Facebook followers over 5 “boosts”

VIII. Distribution/Information during Germantown’s Holiday Parade and Luminary Night in Windsong

- “Save the Date” flyers and 5x7 BWS flyers were distributed – 500+ at the Germantown Holiday Parade and 700+ at the Luminary Night in Windsong

IX. Momentum Early Learning Child Care, First Bank Financial Centre, and First National of Hartford

- Utilized their scrolling signs and/or Breakfast with Santa banners for promotion to all vehicles and pedestrians passing by the business for the month of December

Breakfast With Santa

Sunday, December 17th, 2017 8am - 12pm

Florian Park Conference & Event Center

N111W18611 Mequon Rd - Germantown, WI



Presented by:

Kiwanis
Germantown, WI



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CERTIFIED PUBLIC ACCOUNTANT, S.C.
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Certified Public Accountant

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Breakfast With Santa

 **Kiwaniis** Germantown, WI



Sponsorship Opportunities

The Kiwanis Club of Germantown is pleased to announce the 6th Annual Breakfast with Santa event for this upcoming holiday season. It will be held at The Florian Park Conference Center on Sunday, December 17, 2017 from 8 am till Noon. Germantown Kiwanis has been serving the community for over 25 years; our volunteers strive to organize special events and activities to raise funds to support the youth and families of Germantown.

As a sponsor, your organization will receive special mention in our Facebook community, your logo on our website, local exposure from media, and recognition at the event highlighting your sponsorship level. Sponsor signage will be on display at the event for all in attendance to see. *We have several sponsorship packages detailed below:*

"WINTER WONDERLAND" Sponsorship: \$750

Sponsorship of event venue at Florian Park, with signage at Main Entrance, placemat recognition, includes ten (10) breakfast tickets.

"SANTA'S WORKSHOP" Sponsorship: \$350

Sponsorship for Santa and Mrs. Claus with signage in the Workshop placemat recognition, includes six (6) breakfast tickets.

"GINGERBREAD HAUS" Sponsorship: \$350

Sponsorship of Breakfast Hall with signage at the entrance, placemat recognition, includes six (6) breakfast tickets.

"SEASON'S GREETINGS" Sponsorship: \$350

Sponsorship of "Spirit of Christmas" (Printing, Advertising and Marketing). Includes signage in the Dining area, placemat recognition, six (6) breakfast tickets.

"STOCKING STUFFER" Sponsorship: \$250

Sponsorship of Santa's Gift Bags for children, with signage near Santa, and placemat recognition. Includes four (4) breakfast tickets.

"CHRISTMAS PRESENT" Sponsorship: \$250

Sponsorship of "Children's Christmas Activities" with Signage near Santa, and placemat recognition. Includes four (4) breakfast tickets.

"CHRISTMAS CAROLS" Sponsorship: \$250

Sponsorship of "Christmas Music and Videos" with signage in Dining area, and placemat recognition. Includes four (4) breakfast tickets.

"DECK THE HALLS" Sponsorship: \$250

Sponsorship of Holiday Decorations with signage in Dining area and placemat recognition. Includes four (4) breakfast tickets.

Breakfast With Santa



Kiwanis Germantown, WI



The Kiwanis Club of Germantown is pleased to announce the 6th annual **Breakfast With Santa** event for this upcoming holiday season. Germantown Kiwanis has been serving the community for over 25 years; our volunteers strive to organize special events and activities to raise funds to support youth and families of Germantown.

Breakfast With Santa

“All-You-Can-Eat” buffet breakfast

Sunday, December 17th, 2017

8:00am to Noon

Florian Park Conference Center

N111 W18611 Mequon Road

Germantown, WI 53022

Santa and Mrs. Claus, along with their elves, will be in attendance... plus a special surprise – Santa's reindeer will be on the property available for petting and photo opportunities. They are all looking forward to traveling from the North Pole for a special visit to Germantown!

Purchase a \$50.00 business card size placemat ad

We are offering local businesses an opportunity to help us offset some of the costs of this special day. There will be 2,000 placemats printed/distributed to local restaurants during December in addition to being used at the breakfast event.

Submit/email a business card to carsonline01@gmail.com

Subject: Kiwanis Breakfast with Santa

For additional information/questions or additional sponsorship opportunities please contact:

Cheri Schadeberg at First Bank Financial Centre **(262) 250-6675**

SAVE THE DATE!

Germantown Kiwanis Presents:

Breakfast With SANTA!

**"All You Can Eat"
Pancake Breakfast**

SUNDAY

**December 17, 2017
8am until 12pm**



**Meet
Santa's
Reindeer**

**Photos With
Santa!**



 **Kiwanis of Germantown, WI**



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☆☆ *Proof OK'd*
9-18-17

Breakfast With SANTA!

Meet
Santa's Reindeer



SUNDAY

December 17, 2017

8 am until Noon

 Kiwanis of Germantown, WI

All You Can Eat Pancake Breakfast
Photos with Santa Don't forget to bring your camera

at **THE FLORIAN PARK CONFERENCE CENTER**
N111 W18611 Mequon Rd - Germantown, WI - (262) 257-9181

Tickets available at:

Aldo's Pizza and Pub

First Bank Financial Centre

NEW Credit Cards accepted this year!

Adults:

\$12.00 at the door

\$10.00 in advance

Children 2-10:

\$10.00 at the door

\$8.00 in advance

Under 2 Free



Presented by Kiwanis of Germantown

Sponsored in part by the Village of Germantown Tourism/Betterment Fund

For additional information call First Bank (262) 250-3800 or Chamber of Commerce (262) 255-1812



OUT ON THE TOWN



Germantown Kiwanis organizing Breakfast with Santa Dec. 17

It is a tradition in Germantown for families to come to the Kiwanis event to enjoy a wonderful All-You-Can-Eat pancake breakfast, and spend time with Santa and Mrs. Claus. Moms and Dads bring their cameras to capture those treasured photos as their children enjoy their magical moment with Santa. And as a special treat, Santa will bring his reindeer.

Breakfast With Santa, presented by the Germantown Kiwanis Club, is a chance for Germantown families to get into the holiday spirit with an All-You-Can-Eat Pancake breakfast and all the trimmings, plus a photo session with Santa and Mrs. Claus. Once again this year, Santa will bring his reindeer. That's right, real reindeer. There will be photo opportunities with the reindeer as well. The event will be held Sunday, Dec. 17, 2017 from 8 a.m. until Noon at the Florian Park Conference Center, N111 W18611 Mequon Road in Germantown.

Moms will enjoy the time off from kitchen duties that day, and Dads will be amazed at the All-You-Can-Eat pancakes, the best you've ever had. The full breakfast meal includes pancakes, eggs, sausages and all the fixings. The Kiwanis Pancake Breakfast has become a Germantown family tradition. There will be live music by area groups. Children

may view Christmas movies in Santa's Workshop.

With all of the stress of the holidays upon us, this is one event that is meant to take the pressure off Mom for a day and allow each family to get those treasured family photos for Christmas. It will be a memorable experience for every child in Germantown. Asked if the event is a fund raiser for Kiwanis, Germantown Kiwanis President Dwayne Ketterer smiled and said, "We wouldn't be doing it just to raise money. We plan the event hoping to break even on the cost." He added, "This is an event put on for our community. We do it for the smiles it brings to the children ... just to see the looks on their faces when they get to talk with Santa and Mrs. Claus. That's priceless."

Germantown Kiwanis is a volunteer organization under the charter of the Kiwanis International. It is comprised of local residents, businesses and members of civic organizations and schools who seek to promote projects to benefit the children of our community. Breakfast With Santa tickets may be purchased for \$12.00 apiece at the door. Ages 2-10 are \$10.00, under 2 are free. Save \$2.00 per ticket by buying them in advance from a Kiwanis member or by purchasing them at Aldo's Pizza & Pub on Pilgrim Road,

and the First Bank Financial Centre on Mequon Road.

Major sponsors for Breakfast With Santa are A & B Contractors, Gehl Foods, Edward Jones-Jon Hafemann, Dental Professionals, CGS HVAC, LLC, Happy Hounds, U.S. Bank, Momentum Early

Learning Child Care, State Farm-Bernadette Furlong, Deutschstadt Heritage Foundation, Allied Digital Photo, Digital Edge, Flower Source, Cars On Line, Florian Park, Sysco East, and the Village of Germantown-Tourism/Betterment Fund.

December 9, 2017

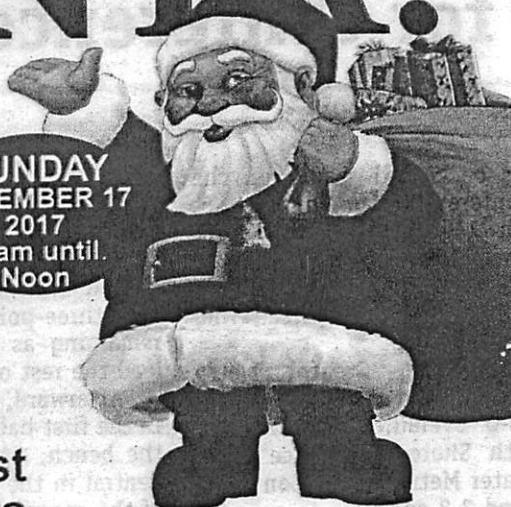
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Breakfast With SANTA!

Meet
Santa's Reindeer



SUNDAY
DECEMBER 17
2017
8 am until
Noon



All You Can Eat
Pancake Breakfast
Photos with Santa

Don't forget to bring your camera

 Kiwanis of Germantown, WI

at **THE FLORIAN PARK CONFERENCE CENTER**
N111 W18611 Mequon Rd - Germantown, WI - (262) 257-9181

Tickets available at:

Aldo's Pizza and Pub 262-255-7777

First Bank Financial Centre 262-250-3800

NEW Credit Cards accepted this year!

Adults:

\$12.00 at the door

\$10.00 in advance

Children 2-10:

\$10.00 at the door

\$8.00 in advance

Under 2 Free



Presented by Kiwanis of Germantown

Sponsored in part by the Village of Germantown Tourism/Betterment Fund

For additional information call First Bank (262) 250-3800 or Chamber of Commerce (262) 255-1812