

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

MEETING: **GERMANTOWN TOURISM COMMISSION**

DATE AND TIME: **TUESDAY, July 31, 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, Ciarro, Grgich, Merry, and Rogers
- III. **APPROVAL OF MINUTES:** June 7, 2018 meeting
- IV. **NEW BUSINESS:**
 - A. Discussion of Procedural Guidelines and Frequently Asked Questions with Possible Revisions of Application for Funds and Guidelines Form.
 - B. Washington County Convention & Visitors Bureau - Request for Funds and Review of 2017.
 - 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 June 7, 2018

1. Meeting Called to Order:

6:20pm by Jeff Hughes, Chairperson of the Tourism Commission

2. Members Present:

Hughes, Adair, Grgich, Merry, Rogers

Absent: Ciurro

3. Approval of Minutes: Minutes from the May 23, 2018 meeting was approved on a motion by Rogers; second by Merry. Motion passed: 5 Ayes; 0 Nos

4. New Business:

A. Discussion of Procedural Guidelines and Revisions of Application for Funds and Guidelines Form.

- a. The application included in the packet, revised August 2017 is ok to put on the Village website now while we continue working on the FAQ's
- b. Will an event/request generate overnight stays at hotels in Germantown seem to be the overriding qualifier for approving fund requests.
- c. Examples from several communities' tourism meeting minutes and applications were shared and reviewed.
- d. Some of the examples were for communities that are very different from Germantown in that they have many events to draw visitors. One community is focusing their efforts to bringing in sporting events/tournaments.
- e. Billboard advertising; depends on where it is located and who is seeing it. Require it be beyond a certain mileage from Germantown; near state border. What is the cost for billboard advertising?
- f. Should this Commission take on the marketing of Germantown? Who does it now; no one. The commission could look at hiring a marketing firm.
- g. It might be helpful to give examples of how to use these funds to potential applicants. Help expand event organizers' ideas for bringing in visitors beyond the immediate area.
- h. It was suggested we host an event to highlight what we have in Germantown.
 - i. Feature vendors from the hotels, restaurants, attractions, anyone
 - ii. Have drawings on the hour for gift certificates from vendors
 - iii. Advertise to surrounding communities to attend
 - iv. Get folks thinking about Germantown when they have visitors for lodging, dining, attractions and our festivals.
 - v. A venue such as Florian Park is willing and able to accommodate such an event. Talked about deer hunting weekend-Saturday, 10-3pm
- i. What would bring visitors to Germantown? We have this large sum of money to work with.
- j. Capitol Improvements would be brick & mortar projects such as the pavilion, the festhalle would be.

Draft of FAQ's:

Can I come in and talk to the commission before applying for funds?

Yes, we encourage you to do so. Contact the Village Clerk's office to get on the agenda, 262-250-4740.

Can I apply for funds after the event?

No; any projects approved for funding must display somewhere in their advertising "Sponsored in part by Village of Germantown Tourism Commission".

How far in advance of my event should I apply for funds?

We suggest 3-4 months.

Can I get money to advertise in Germantown?

No. The idea is to bring visitors in from outside the area. We encourage event planners to look to Madison, Chicago, etc... for advertising. Suggestions: radio, TV, billboards, print advertising outside "area" of Germantown, digital, etc...

What types of requests qualify for funding?

Funds shall be used to promote tourism or lodging in the Village. See #1 of the Guidelines.

What does not qualify for funding?

This list is not all inclusive: Signage at events, port-a-johns, (musical) bands, wearables (t-shirts), tents, parade entries, commemorative merchandise, etc...

5. Next Meeting: not set

6. Adjournment:

The meeting was adjourned by Chairperson Hughes at 7:41pm.

Respectfully Submitted by:

Lynn Grgich
Secretary

General Premise

Funds shall be used to promote tourism or lodging in the Village.

Tourism means travel for recreational, business or educational purposes.

Tourism promotion and development that is reasonably likely to generate paid overnight lodging as well as general commerce from transient, non-traditional shoppers and customers.

Reimbursable:

- Marketing projects (advertising and media buys that are non-Germantown focused)
 - These may include but not be limited to:
 - Newspaper-distributed ads or pre-printed inserts
 - Local television/radio advertising
 - Social media advertising
 - Billboards
 - Handouts used at outside, related events
 - Direct mail pieces
 - Trade show booth space and materials
 - Participation in regional, out-of-area tourism/event promotion activities
- Expenses involved in obtaining live, remote television/radio broadcasts
- Creation and distribution costs of printed or electronic promotional tourist materials including agent fees
- Efforts to recruit conventions, sporting events and motorcoach groups.
- Tangible municipal development (convention center).

Not reimbursable:

- Germantown-specific advertising and promotion
- On-site signage and banners
- Germantown lawn signs
- Wearables
- Placemats
- Give-aways (trinkets, gift bags, pens, cups, mugs, et al)
- Facility enhancements
- Portable toilet facilities
- Featured entertainment
- Tents / display materials
- Parade entries

- Commemorative merchandise
- Trophies or other awards items
- Local beautification projects

Promotion Obstacles

- Germantown is not typically a destination site.

Other Considerations

- Does the Tourism Commission need to become more proactive and serve as more of a marketing entity?
- Should the Commission engage a consulting organization to develop a brochure touting Germantown at travel stops. Or a video that travel agents or travelers could watch highlighting Mai Fest, Oktoberfest, our beer hall or winery.
- Can we tap into an event like Germanfest -- if you are coming for Germanfest, why not stay in Germantown?
- Contact some of the sports clubs about bringing tournaments here.
- Provide financial support to enhance sports facilities that would enable them to bring more tournaments / activities to the village

FAQ

- Can I come in and talk to the commission before applying for funds?
Yes, we encourage you to do so. Contact the Village Clerk's office to get on the agenda, 262-250-4740.
- Can I apply for funds after the event?
No. All applications for reimbursement must be applied for and approved in advance.
- How do I recognize the Commission?
All promotional activities must prominently acknowledge "Sponsored in part by Village of Germantown Tourism Commission".
- How far in advance of my event should I apply for funds?
We suggest 3-4 months.
- Can I get money to advertise in Germantown?
No. While there may be overlap into the Germantown community (e.g newspaper, radio, television ads) the primary focus must be toward audiences outside the village.

**GERMANTOWN TOURISM COMMISSION
REQUEST FOR FUNDING
CALENDAR YEAR: 2018**

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 in advance of the date, time, and location of the meeting.

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1. Group Name: VISIT WASHINGTON COUNTY
Mailing Address: PO Box 447, JACKSON, WI 53037 Germantown, WI 53022
 2. Responsible person's name: Elaine Motl Phone No: 262-677-5069
 3. Amount requested: \$8,000.00 E-mail Address: info@visitwashingtoncounty.com
 4. Date by which funding is desired: October, 2018

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)

Promotion of Germantown, Germantown attractions, hotels,
Chamber, EVENTS, AND Tourism related businesses.

How will your event promote tourism to Germantown or generate overnight stays at hotels in Germantown?

- VISITORS GUIDE - 66,000 copies with Village Profile
- WEBSITE - 2017 PAGE VIEWS - 214,305
- TWITTER, FACEBOOK & INSTAGRAM Posts
- Brochures on Display AT VISITORS CENTERS
- EVENTS LISTED IN VISITORS GUIDE & ON WEBSITE

Itemized Cost Details for marketing and advertising this event:

Included in advertising placed outside Washington County

• Key Milwaukee Magazine

• Journal Topics Newspaper

• Journal Sentinel

• Daily Herald

• Midwest Living

• Badger Sportsman

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

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
8/15/2015 – revision approved by Tourism / Betterment Committee
8/3/2015 – Clerk's Office added e-mail address
4/12/17; 5/17/17; 8/14/17 – 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

**Washington County Convention & Visitors Bureau
2017 Profit & Loss Statement**

2017 Revenue	\$ 87,578.
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2017 Expenses

Advertising & Promotion	\$ 25,964.
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Website	\$ 1,370.
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Visitors Guide Distribution	\$ 5,435.
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Rent	\$ 4,695.
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Organizational Dues	\$ 2,370.
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General Overhead	\$ 48,874.
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Total Expenses	\$ 88,708.
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2017 Net Profit/Loss	- \$ 1,130.
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