

GERMANTOWN TOURISM COMMISSION

Meeting Minutes for November 1, 2018

1. Meeting Called to Order:

5:30pm by Judy Rogers, Vice Chair

2. Members Present:

Adair, Grgich, Rahl, Rogers

Also present: Elaine Motl, Jeff Dhein, Ken & Marge Miller, Bill Dix(sp?), Cheri Schadeberg, Mark Schroeder

Excused: Hughes, Merry

3. Approval of Minutes: Minutes from the September 27, 2018 meeting were approved on a motion by Adair; second by Rogers. Motion passed unanimously.

4. Old Business:

A. Review of Financial Balance; report not included in packet. Adair moved to postpone review to next meeting; Rogers seconded. Motion carried.

B. Rogers moved to postpone this item until later in the meeting when Mark Schroeder is able to join us, Adair seconded, motion carried.

C & D. Rogers moved to postpone these items to our next meeting, Rahl seconded. Motion carried.

E. Rogers moved to postpone discussion of Contracting with Outside Agent to end of meeting; Grgich seconded. Motion carried.

F. Review of brochure. It was noted after approval at the last meeting the brochure has been printed and is being distributed.

5. New Business:

A. The representative has not yet arrived; we will come back to this request.

B. Request for Funds, Germantown Historical Society, Oktoberfest Reimbursement presented by Jeff Dhein.

- Jeff presented specific invoices for Oktoberfest for the commission to review.
- Radio station WTKM \$495; Hometown Publications \$479 for regional ad (#1 on invoice); Shaw Media \$650; APQ printing trifold \$90 + car show fliers \$15 = \$1,729
- This total is under the limit of \$2,000 approved at the previous Tourism meeting.

C. Discussion of Fest Hall at Dheinsville Park; Jeff Dhein

- Jeff presented each commission member a Building Proposal packet for the Fest Hall
- Fundraising has begun; they have interested donors with potentially \$150,000 of the \$308,000 project cost. The Germantown Historical Society has \$15-\$20,000 to put toward the project
- The donor group wants to know what the Tourism Commission would be willing to put toward the project; what would be our cap?
- The Germantown Historical Society is putting 20% of annual profit toward the fest hall.
- All other fundraising, not tied to anything else, 20% of profit will go toward fest hall.
- The Fest Hall will become Village property, which would cover maintenance.
- Tent rental for Oktoberfest is \$5,000 annually.
- The Commission is not able to answer with a specific amount at this time.

- Donors were hoping for matching funds with building to start April 2019 and be finished by September for Oktoberfest's 25th Anniversary.
- In-kind donations have not yet been explored within the \$308,000 cost
- Recent tariffs on steel will have an impact on cost; +11% estimated
- The Tourism Commission has anticipated expenses that are not showing in the balance available at this time, which is why we can't give a specific dollar amount.
- This project does qualify for funding from this commission.
- In comparison to the Performing Arts Pavilion recently built, the fest hall is similar but not the same. Size is one element, both in capacity and amount of request.
- The dachshund races bring people from MN, IL, northern WI.
- We reviewed how the tourism fund is replenished; reviewed being grandfathered and going back to previous years' amounts for current increases.
- Jeff feels the Fest Hall will grow both Oktoberfest as well as awareness of the historical park of which increased use will generate revenues.
- The Village Park & Rec Dept. would oversee the rentals of the hall and park.
- At this time, rental fees are not known due to size of facility.
- For an investment of \$100,000, what are the numbers to recoup this amount; demographics.
- The interested donors are looking for a partnership with the Village as it is turned over to the Village when complete.
- There hasn't been an official "ask" of the Village for a partnership; the project proposal was just recently completed.
- Naming rights to the hall may provide a more sizeable source of funds; i.e. Gehl Family Pavilion.
- We hope Jeff can come back to this commission in a couple of months as we work on our internal strategic plan.

A. Kiwanis Club Breakfast with Santa, Request for Funds Direction; Cheri Schadeberg presenting.

- a. Last year requested \$1,800 as previously done before realizing changes to commission by state.
- b. Cheri is coming to the commission to figure out how to present event to fulfill the commission requirements.
- c. Reindeer Games website received 19,000 clicks on all events Nov-Dec.
- d. Pancakes on the Go have event listed on their website
- e. Florian Park, Kiwanis Club, First Bank Financial Centre, Park & Rec have event listed on their websites.
- f. Digital Edge placemats: 1,000 used at event, however 1,000 placed at restaurants outside of Germantown. In 2018 2,000 will go outside Village.
- g. Event brings business to many local businesses
- h. All promotions costs total \$5,300
- i. Marketing Campaign devised by Florian Park/Country Inn & Suites; 3 levels of promotions, all to help grow event to be more profitable for club.
- j. Hard to put value on social media
- k. Promotion in the hotel is more costly as corporate approval and fees involved.
- l. Florian Park hosts Breakfast with Santa as a non-profit event.
- m. Landing page on hotel TV; only in Germantown hotel?
- n. Webpage would be all Country Inns & Radissons
- o. Reindeer as featured entertainment is not covered. But by hiring them the event is listed on their website with 19,000 clicks; at what value?

- p. Cheri doesn't have actual costs this year because she isn't able to spend the money with knowing it will be reimbursed.
- q. She did try to get Reindeer Games to give her a breakdown of how they arrive at \$450/hour for the reindeer. But their business has grown to the point where they get more than enough business by word of mouth.
- r. It was noted the guidelines in the brochure should be discretionary spending to avoid wasted/blind spending on advertising.
- s. The commission needs to know specifically what costs are being covered and keep similar approvals for all groups.
- t. Banner (street billboards) outside the city limits, on high traffic roads are allowed.
- u. Approval costs from Cheri's request:
 - i. \$1,750 Marketing Campaign
 - ii. \$400 Express News
 - iii. \$600 Digital Edge for extra placemats + fliers
 - iv. \$500 Digital Advertising (FBFC help)
 - v. Total \$3,250*
- It was suggested to see if other area commissions have a dollar amount assigned to social media, digital advertising?
- The process for groups to bring requests for events that obviously bring visitors into the community seems cumbersome.
- The Commission does have plans for proper use of funds to benefit local groups.

Adair moved to approve \$3,250 for Breakfast with Santa advertising as listed above*, Grgich seconded. 1 abstain, motion carried.

Old Business

B. Potential partnership with Park & Recreation Dept.

- a. Mark Schroeder was invited by Jeff Hughes to talk to the commission about a potential partnership.
- b. Sport tournaments were specifically mentioned. The Park & Rec doesn't run any tournaments but does facilitate at their parks.
- c. 3 baseball events: Germantown Jr. Warhawks (f/n/a Diamond Club) has largest tournament on Memorial Day Weekend, Summer Slam in June, and Girls Fastpitch in July.
- d. Kickers Soccer at Freidenfeld Park, no tournaments yet
- e. Hawks Football, Hoops; select boys and girls teams at high school
- f. Potential events for the Pavilion will need business partners to put on
- g. Firemen's park upgrade; added shelter. Smaller capacity than fest hall. Still developing plans.

E. Contracting with Outside Agent

- Elaine Motl was asked to bring forth a proposal for consideration.
- Her proposal is attached as part of these minutes.
- She gave us her experience up to this point in her career.
- Her proposal cover the concept, duties, and financial obligation to the commission.

Grgich moved to accept Elaine's proposal as EMMarketing as presented contingent on confirming with Village staff/Attorney we don't need to bid out these services; Adair seconded. Motion carried.

Items C & D; Rogers moved to postpone these items until the next meeting; Adair seconded; motion carried.

5. Next Meeting: not set

6. Adjournment:

The meeting was adjourned by Vice Chair Rogers at 8:30pm

Respectfully Submitted by:
Lynn Grgich, Secretary