

GERMANTOWN TOURISM COMMISSION
Meeting Minutes for December 5, 2018

1. Meeting Called to Order:

5:40pm by Jeff Hughes, Chair

2. Members Present:

Adair, Grgich, Hughes, Merry, Rogers

Also present: Elaine Motl, Ken & Marge Miller, Marcy Stone, Charles Hargan, Village Attorney

Brian Sajdak

Absent: Rahl

3. Approval of Minutes: Minutes from the November 1, 2018 meeting were approved on a motion by Merry; second by Adair. Motion passed unanimously.

Grgich moved to switch the order of Old Business and New Business on the meeting agenda; Rogers seconded; motion passed.

4. New Business:

A. The Germantown Parade/Tree Lighting Thew's Photography Invoice; request presented by Carroll Merry on behalf of the Tourism Commission.

- a. 400 photos were taken at the Germantown Christmas Parade and Tree Lighting.
- b. These photos were taken at the request of the Tourism Commission to start to build our stock of photos to use on the website, in advertising, etc...
- c. Use of the photos will be given to the Chamber and Village Hall.
- d. This is the start of forward thinking on our events. More photos will be ordered to be taken at all major events this year for use by the Tourism Commission.

Rogers moved to approve \$200 invoice from Thew's Photography for photos taken at the Christmas parade and tree lighting; Grgich seconded; motion carried unanimously.

B. Request for funds for Mai Fest presented by Charles Hargan & Marcy Stone.

- a. Before making their presentation, the Commission explained that 1) an application needs to be completed requesting the funds and 2) funds would not be approved when requested after an event
- b. The Commission was happy to hear the presentation and give feedback as warranted.
- c. Marcy Stone introduced herself to the Commission and her part in helping Deutschstadt Heritage Foundation (DHF) with Mai Fest promotion. She joined the group in 2018.
- d. DHF is working to grow the Mai Fest event; new location offers more space, considering adding sports tournament, vendors, other events.
- e. Two requests were planned to be presented this evening: one for reimbursement for 2018 expenses and the second for 2019 planned expenses.
- f. An itemized list of promotional items for the 2018 Mai Fest event were presented with explanation on where outside Germantown distribution was made.
- g. It was explained again that funds cannot be applied for an event that has passed.
- h. There was some confusion as to timing of requests due to the event not being held in 2016; a request for the 2017 event was made in April 2017; and the 2018 event was not brought up until after the event.

- i. For 2019 the event will be held May 17, 18 & 19.
- j. An itemized list of promotions was submitted for 2019.
- k. Signs are placed in high traffic areas.
- l. The charge for placemats is only for the quantity being placed outside Germantown.
- m. A request was made that a list of the specific locations of the signs be submitted with the formal request.
- n. Atty. Sajdak referred to the statute to help gauge whether the funds are being used properly: "...significantly used by Transient tourists and reasonably likely to generate paid overnight stays..." Need to ask of each expense, will this generate a stay in a local hotel?
- o. For example the Express News is a local newspaper. It reaches local residents. Can't quantify whether a family member or friend of resident will stay overnight in a hotel.
- p. Expenses for Facebook, reaching out to the Fox Valley, Madison area, northern Wisconsin and northern suburbs of Chicago, Iowa, Minnesota; visitors likely to stay overnight.
- q. The Commission encouraged Marcy to complete the application and contact the Clerk's office to be scheduled for an upcoming meeting to formally present.

5. Old Business

A. Review of Financial Balance; it was thought this bullet point will always show on the agenda.

B. Vision Points for the Advancement of Tourism of Germantown; this too will continue to be listed as a checkpoint for this Commission.

C. Set Future Community Agenda; this refers to the community information/educational meeting. This will be an action item under D.

D. EMMarketing Detail of Working Relationship and Duties.

- a. There were some questions Atty. Sajdak wanted to address for the Commission.
- b. We do not need to go through a bid process in securing the services of EMMarketing; there is not a statutory requirement.
- c. This Commission contracting with an Independent Contractor is OK.
- d. How to handle reimbursement on expenses from the Commission was addressed as well. Village staff will handle finances, amounts approved will be noted in the meeting minutes.
- e. This Commission did accept the proposal by EMMarketing to serve as an outside agent for the Tourism Commission at the November 1, 2018 meeting. The commission wanted to make sure we did not need to go through a bidding process which was confirmed it does not by the Village Attorney at tonight's meeting.
- f. Elaine presented a 2019 Timeline for the Commission to review.
 - i. It established a regular monthly meeting for the first six months, every other month for the remainder of the year.
 - ii. It provides a program of work for January and February 2019.
- g. Elaine has started talking to a suggested webmaster about a very basic website for Visit Germantown. It was suggested Elaine talk to whoever from the Village about their website.
- h. Elaine would also like to review the application form.
- i. As a cautionary measure, the commission should be careful we don't get involved in the marketing decisions for each event/applicant. We can approve or

not approve what is submitted for reimbursement, but an event can still go ahead with a specific idea even if this Commission doesn't approve it.

j. It was suggested a new logo be created for this Commission, similar to the Village logo. Hopefully we are able to hire a local business to design it.

k. For future agendas, EMMarketing will be a bullet point item.

5. Next Meeting: Wednesday, January 2, 2019, 5:30pm

6. Adjournment:

The meeting was concluded at 7:10pm

Respectfully Submitted by:
Lynn Grgich, Secretary