

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

MEETING: **GERMANTOWN TOURISM COMMISSION**

DATE AND TIME: **WEDNESDAY, April 3, 2019 5:30 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:** Chair Trustee Hughes, Members Adair, Grgich, Merry, Rahl, and Rogers.
- III. **CITIZEN INPUT/PUBLIC APPEARANCE:**
Please be advised per §19.84(2), information will be received from the public. It is the policy of this municipality that there be a three (3) minute time period, per person, with time extension per the Chief Presiding Officer's discretion; be further advised that there may be limited discussion on the information received, however, no action will be taken under public comments. (15 minutes)
- IV. **APPROVAL OF MINUTES:** March 6, 2019 meeting.
- V. **OLD BUSINESS:**
 - A. None.
- VI. **NEW BUSINESS:**
 - A. Request for Funds - Jeff Dhein – Germantown Historical Society – Dheinsville Park – Festhalle Park Shelter Building.
 - B. Request for Funds – Marcy Stone - Deutschstadt Heritage Foundation – Miafest Germantown.
 - C. Request for Funds - EM Marketing Company.
 - D. Tourism Brochure Updates and Printing.
 - E. Request for Funding Form Updates.
 - F. Review of Financial Report.
 - G. Germantown Tourism Marketing Coordinator Report including website update, and application update.
 - H. Set Future Community Agenda with Vision Points for the Advancement of Tourism of Germantown.
- VII. **NEXT MEETING:** Set Date for Next Meeting.
- VIII. **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 March 6, 2019

- I. Meeting Call to Order:
5:40pm the meeting was called to order by Judy Rogers, Vice Chair.
- II. Roll Call:
Present: Adair, Grgich, Rahl, Rogers, Elaine Motl (Hughes came later)
Excused Absent: Merry
- III. Approval of Minutes:
Minutes from the February 4, 2019, meeting were approved on a motion by Rahl, second by Adair. Approved unanimously.
- IV. Old Business: none
- V. New Business:
 - a. **Request for Funds for the Dheinsville Park Shelter Building presented by Jeff Dhein and Mark Schroeder**
 - i. At the February 4, 2019 Village Board meeting and the February 11, 2019 Germantown Plan Commission the development and building of a park shelter at Dheinsville Park was supported. The Village Board amended the language in the capital budget to include \$150,000 from the village for the Dheinsville project. That amount would be reduced by any funds provided by the Tourism Committee.
 - ii. Question: if the Tourism Commission provided \$50,000 of the \$150,000 amount committed by the Village, will the use of this shelter bring in visitors equal in value to the \$50,000?
 - iii. The Village is looking to the Tourism Commission for a portion of the cost so to be able to fund many other capital improvement projects throughout the Village.
 - iv. The Village board felt this project fit the guidelines of the commission mission.
 - v. Isn't the Commission looking for opportunities just like this?
 - vi. Will the project still be funded by the Village at the full \$150,000?
 - vii. If the tourism commission doesn't use the money for building this shelter, the funds will be available for uses such as marketing the shelter to bring in visitors.
 - viii. Could any contribution be paid out over a couple of years if there is a concern the fund balance would be brought too low?
 - ix. The tourism fund is growing at a healthy amount each year from room tax.
 - x. Is there demand for this type of venue?
 - xi. Is there a way to tie use of a facility to a dollar amount contributed by this fund to help support contributions made by this commission? This would provide a ROI for the use of funds and take the guesswork out of how much to approve for each request.
 - xii. Is there a possibility for Mai Fest to use this shelter? Friday night crowds would not fit; the Saturday and Sunday events would.
 - xiii. Because the shelter at Dheinsville park (Festehalle) will be funded by the Village with public funds, the project needs to be rebid under Village

guidelines. This process may push the start of the project back several weeks.

- xiv. The original donors are still potential contributors, but no commitments are secured at this point.
- xv. There was not a formal request/application completed for this meeting. Jeff was told to come before the Tourism Commission following the Village Board approval. It was not clear who applies for the funds; the Germantown Historical Society or the Village?
- xvi. The Tourism Commission needs an opportunity to discuss this situation.

Jeff Hughes joined the meeting and was able to share his thoughts from the Village Board. Here are those clarifications and more discussion:

- The request for funds should be made by the Germantown Historical Society
- The total from the Village is \$150,000 less whatever balance is contributed by the Tourism Commission.
- Contributions for brick and mortar are allowable by statute from the Tourism Commission fund.
- A local non-profit applying for funds was felt to be of importance for use of funds.
- Using tourism funds for this project which is allowable by guidelines, was a way of bringing in alternative funding; not using tax payer money.
- Considering the \$50,000 amount is equal to 1/3 the total fund balance is worth investigating what volume of overnight stays will be generated by the project.
- The building itself doesn't draw tourism. What events are to be held there that do bring visitors/tourists? There needs to be a marketing plan.
- Timeline for project:
 - Hoped to have shovel in ground by 6/1/19 to be ready for 2019 Oktoberfest, 25th Anniversary
 - Bidding process will push back a little
 - Village departments are meeting and working with Jeff on bids.

A motion was made by Adair to table this discussion until the commission receives input from the Village Board or Village Attorney on how to proceed with the application for funds and then have an opportunity to discuss the situation; second by Rahl. Motion carried unanimously.

b. Request for Funds: EKM Moose Lodge #1238 for State Golf Tournament for \$312 presented by Mary.

- i. The event will be held at BlackStone Creek Golf Course, local
- ii. The money is for an ad in the State Convention booklet and advertising at the State Bowling Tournament.
- iii. There are 32 other lodges throughout the state.
- iv. Additional funds are for copies, envelopes and mailing expenses

Rahl moved to approve the request for \$312 for advertising the State Golf Tournament; Grgich seconded. Motion carried unanimously.

c. Request for Funds: EKM Moose Lodge #1238 for the GMO (Greater Moose Open) State Mini Golf Tournament for \$312 presented by Mary.

- i. The event will be held at Swing Time Mini Golf, Germantown
- ii. The money is for an ad in the State Convention booklet and advertising at the State Bowling Tournament and a mailing (same as the previous request).
- iii. This is the second year they are hosting this tournament. They must run an event for three years to make it a traveling event for all lodges in Wisconsin.
- iv. The EKM Moose Lodge #1238 is looking for any opportunities to host State wide tournaments; they attend other lodges' events.
- v. They provide shuttle service from their events back to local hotels for their participants.
- vi. Point of interest: the 2020 Moose National & International Convention will be held in Milwaukee May 21 & 22, 2020. Is there an opportunity for use of funds to bring convention goers to Washington County?
- vii. Elaine Motl will meet with Mary to discuss the convention and other events being held by the Lodge.
- viii. Elaine will focus on Germantown versus all of Washington County.

Grgich moved to approve this request for \$312 for advertising the State Mini Golf Tournament; second by Adair. Motion carried unanimously.

d. Request for Funds: EM Marketing Company

- i. The invoice for services for February 2019 was submitted.
- ii. Elaine continues to devote more than the 30 hours per month to work for the Tourism Commission.

Grgich moved to approve the Invoice for EM Marketing Company in the amount of \$1,050.00; seconded by Adair. Motion carried unanimously.

e. Review of Financial Report

- i. Fund balance after January 2019: \$154,700.85
- ii. Less potential commission expenses* 50,550 est.
- iii. Less potential requests for funds 2019 22,625 est.
- iv. Balance the commission has to work with \$ 81,000 est.
- v. *marketing services, website, photographer, billboards, etc...
- vi. This commission needs a meeting to determine how we get the most bang for the buck/return on investment when disbursing these funds
- vii. Jeff Hughes felt this needed to be a meeting Open to the Public. It can be a one-item agenda.
- viii. Hughes also cautioned about the direction this commission was headed. He feels it should serve as an oversight committee and view requests from the 20,000 foot level. Be careful not to micro-manage funds for events.
- ix. Hughes doesn't feel this commission should market either events or the hotels.
- x. How can we say yes to one project and no to another?
- xi. It was pointed out that the commission is supposed to prioritize requests per statutes.

- xii. If a request is thought to likely bring overnight stays to Germantown, should we approve the same amount for everyone; establish a set amount. How is that determined?
- xiii. Somehow need to establish parity between projects.
- xiv. There needs to be a plan to market submitted with each request.
- xv. A previous approval of \$10,000 to a similar project was more easily approved just by the amount and percentage of total project cost.
- xvi. Keep in mind we have \$80,000 for 2019 left to spend.
- xvii. Contributions to the Tourism Fund start to increase in 2021.

f. Germantown Tourism Marketing Coordinator Report

- i. Work on the website is waiting for photos from Mai Fest and Oktoberfest. Elaine has requested both events for anything they may have.
- ii. Currently working on content by reviewing various websites for the events and the Village.
- iii. Meetings this past month:
 - 1. Summer Music Series at the Pavilion; group working on logo, marketing plan, proceeding very well.
 - 2. 4th of July: tough to fund because just about every community has a celebration. Suggested keep old town feel (pie eating). Add an event to keep visitors overnight ie: Poker Tournament start at 4th of July and final next day (play for prizes; not cash) companies can run event; add a feature such as bloody mary taste testing.
 - 3. Taste of Germantown: Food events have a following. Local restaurants would have been preferred, but food trucks also have their own following.
 - 4. Meeting with Mai Fest on Friday, 3/8/19.
- iv. Billboards: researched information with Clear Channel on options.
 - 1. Digital covers several locations as ad is rotated
 - 2. Static billboard is similar cost as digital, but limited to one location
 - 3. Elaine will review the information and make a recommendation to the committee.
 - 4. At this point, suggested use will be for Mai Fest and Oktoberfest.

VI. **Next Meeting Date:** Wednesday, April 3, 2019, 5:30pm

VII. Meeting Adjourn: 7:33pm

Respectfully Submitted,

Lynn Grgich, Secretary

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

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.

-
1. Group Name: Germantown Historical Society
Mailing Address: PO Box 31 Germantown, WI 53022
 2. Responsible person's name: Jeff Dhein Phone No: 262-689-0537
 3. Amount requested: \$50,000 E-mail Address: JDDHEIN@AOL.COM
 4. Date by which funding is desired: 2019 Based on construction schedule.

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)

Build pavilion at Dheinsville Park.

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

Octoberfest, Weddings, class reunions? company picnics
will increase overnight stays in village

Itemized Cost Details for marketing and advertising this event:

N/A

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

N/A

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
6/15/2015 – 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

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-
1. Group Name: Deutschstadt Heritage Foundation
Mailing Address: 1112 W16240 Mequon Road Germantown, WI 53022
 2. Responsible person's name: Marcy Stone Phone No: 414-403-8427
 3. Amount requested: \$ 7405.00 E-mail Address: mstone0965@gmail.com
 4. Date by which funding is desired: April 2019 or maifestgermantown@gmail.com

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)

30th celebration of Maifest Germantown to be held at
Friedenfeld Park beginning Friday, May 17 5pm - midnight,
Saturday, May 18 11am - midnight and Sunday, May 19,
Noon - 8 p.m. The celebration features live bands, German
food, dancing and of course German bier.

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

This year we are featuring a well known band from the
Chicago area. Our bands^{& the festival itself} draw individuals who enjoy
celebrating German ethnic heritage. These individuals
come from all over the mid west - especially the ones
who love to polka!

Itemized Cost Details for marketing and advertising this event:

Please see attached documents. Thank you.

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

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2019 MaiFest Germantown
MARKETING PROPOSAL
March 2019

MARKETING PROPOSAL for 2019 MaiFest, Germantown:

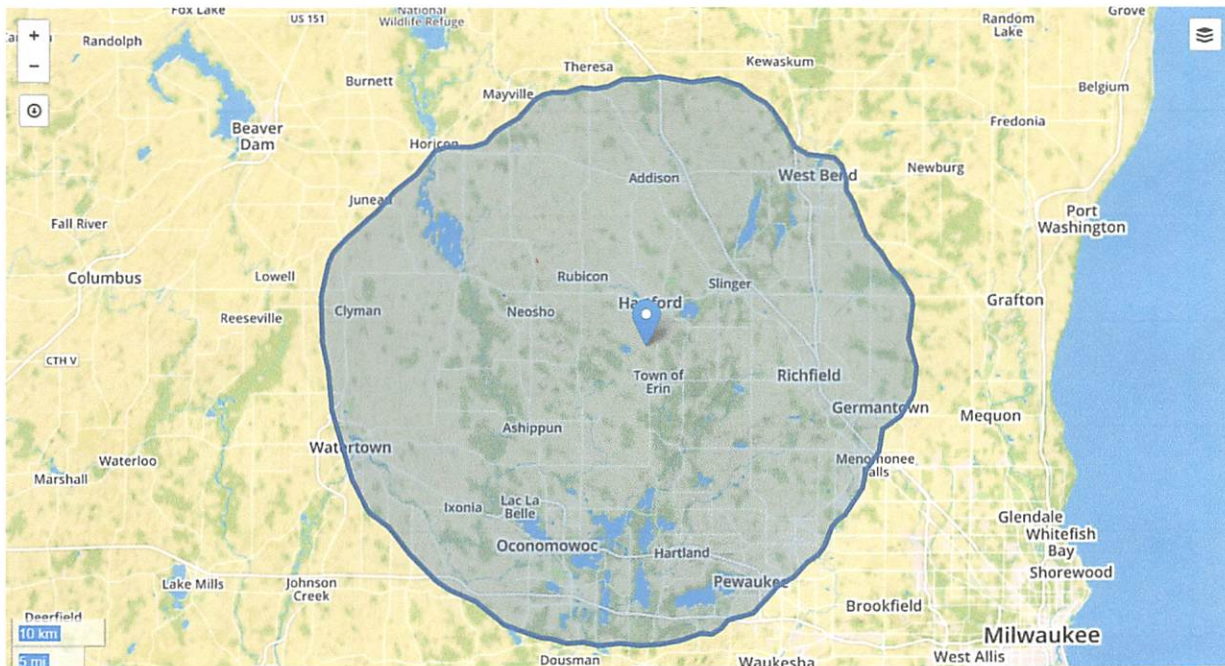
- Three (3) digital advertising boards, running ads the 4-weeks prior to MaiFest, rent the spots through LAMAR, we will give LAMAR our preferred three locations throughout the Milwaukee area. (To reduce costs we will use their Public Service pricing)
\$1,225
- Develop and run Facebook paid ads throughout southeastern Wisconsin & northern Illinois. (Have 2017 analytics to show large audience outside of the Germantown area.)
\$ 350
- Radio spots on WTKM, reaching Washington, Dodge, Waukesha & Jefferson Counties (see attached map for outreach of this station which has a target demographic of men/women 35+)
\$ 450
- Radio spots on other radio stations, such as 92.5 FM BUZZ Country, 106.1 FM, 620 AM (see attached map for outreach of these stations)
\$1,500.00
- 1,000 – four color tri-fold brochures to be distributed at hotels, businesses such as Cabela's, Chamber of Commerce, banks, restaurants and other establishments throughout the area
\$ 450.00 | asking for reimbursement for \$350.00
- 5,000 | four-color, 12x18 placemats. 1,000-1,500 to be used at MaiFest, the other 3,500-4,000 to be distributed to restaurants, many of which are outside the Germantown area, such as: Bavarian Bierhaus, Old German Beer Hall, Kegel's Inn etc.
\$850 for 5,000 | asking for reimbursement for \$700.00
- 100 | four-color promotional signs placed in prominent and high traffic, commuter areas along Mequon Road, Pilgrim Road, Freistadt Road, Fondulac Road etc. Also placed in Germantown parks, by soccer and baseball fields, placed where individuals from outside of Germantown will see them. Signs will also be placed in areas outside of Germantown.
\$735.00 | asking for reimbursement for \$500.00
- Two full page ads in Polka Notes magazine distributed throughout Wisconsin and Illinois. Feb-March edition and April-May edition
\$80.00
- Digital newspaper ads in Milwaukee Journal Sentinel running 10 days prior to MaiFest
\$1,500.00

- Print copy and digital newspaper ads in Fond du Lac and Sheboygan newspapers running 10 days prior to MaiFest
\$750.00

TOTAL: \$ 7405.00

WTKM-FM HARTFORD, WI

- Frequency **104.9**
- Reaching Washington, Dodge, Waukesha, Jefferson and Ozaukee counties



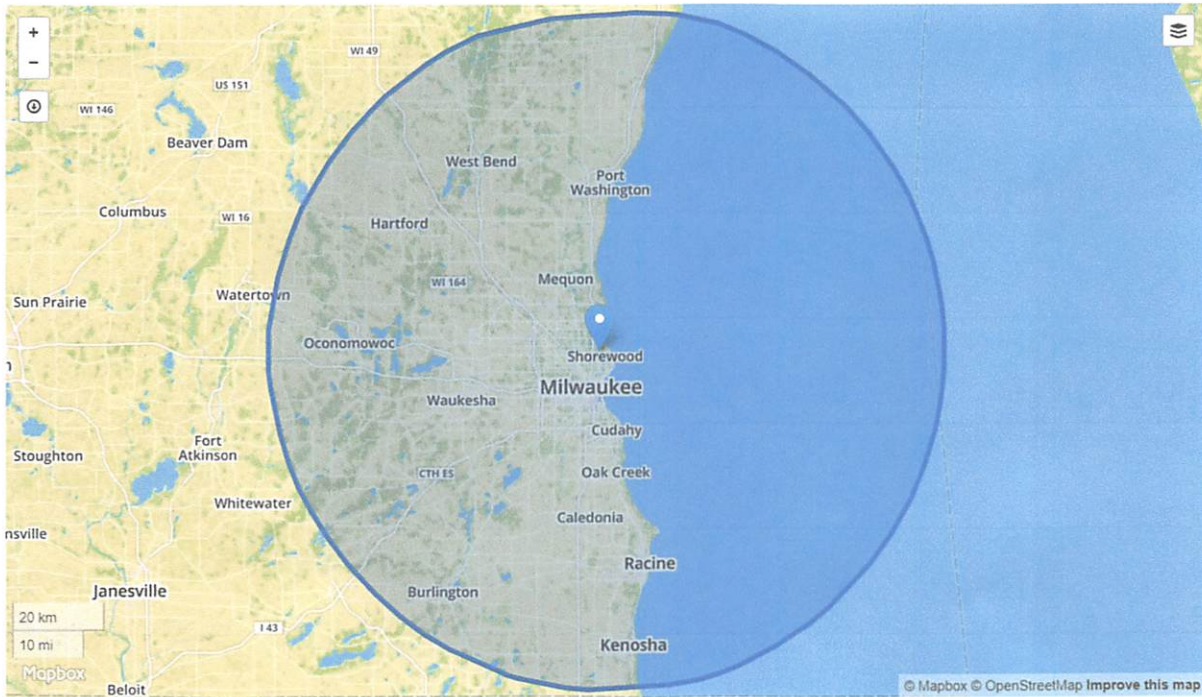
WTMJ-AM MILWAUKEE, WI

- Frequency **620**



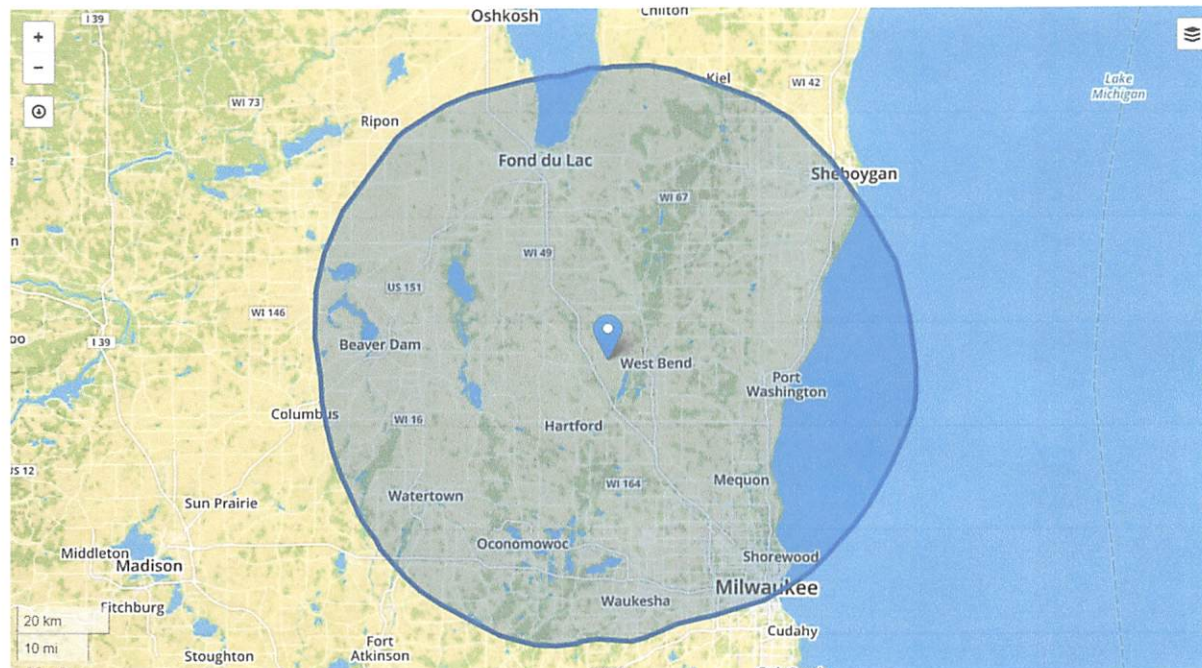
WMIL-FM WAUKESHA, WI

- Frequency **106.1**



WMBZ Buzz Country WEST BEND, WI

- Frequency **92.5 FM**



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-

1. Group Name: _____
Mailing Address: _____ Germantown, WI 53022
2. Responsible person's name: _____ Phone No: _____
3. Amount requested: _____ E-mail Address: _____
4. Date by which funding is desired: _____

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)

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

Itemized Cost Details for marketing and advertising this event:

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

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Tourism	Hotel/Motel Room tax	6%	Germantown Hotel/Motels
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Best Western
Country Inn & Suites
Holiday Inn
Super 8

Balance	End of 2018	155,750.85
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2019

2018 Roll Over Amount	155,750.85
2019 Deposit	TBD
	155,750.85

2019 Payments

2/10/2019 EM Marketing	1,050.00
3/10/2019 EM Marketing	1,050.00

2,100.00

Balance	To date 3/25/19	153,650.85
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