

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

MEETING: **GERMANTOWN TOURISM COMMISSION**

DATE AND TIME: **WEDNESDAY, June 5, 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 Wing, 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:** May 1, 2019 meeting.
- V. **ELECTION OF OFFICERS.**
- VI. **OLD BUSINESS:**
 - A. Tourism Brochure Updates and Printing.
 - B. Germantown Tourism Marketing Coordinator Report including website update, and application update.
 - C. Request for Funding Form Updates, Reimbursement Requests.
- VII. **NEW BUSINESS:**
 - A. Selection of Chairperson, Vice Chairperson, and Secretary.
 - B. Request for Funds – Thew's Photography, Breakfast with Santa.
 - C. Request for Funds - EM Marketing Company.
 - D. Review of EM Marketing Contract with Possible Adjustment for hours.
 - E. Review of Website Usage Statistics.
 - F. Review of City of Hartford Application Process.
 - G. Proposed Presentation to Village Board.
 - H. Review of Financial Report.
 - I. Room Tax on B & Bs.
 - J. Set Future Community Agenda with Vision Points for the Advancement of Tourism of Germantown.
 - K. Upcoming Promotions.

VIII. **NEXT MEETING:** Set Date for Next Meeting.

IX. **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 May 1, 2019

I. Meeting Call to Order:

5:31pm the meeting was called to order by Dan Wing.

II. Roll Call:

Present: Adair, Grgich, Merry, Rogers, Wing

Also Present: Elaine Motl

Excused: Ryan Rahl

III. Citizen Input/Public Appearance: no one else in attendance. Dan used this portion to note he still has more research to do for answers. We will also need to re-elect officers for this Commission.

III. Approval of Minutes:

Minutes from the April 25, 2019, meeting were approved on a motion by Merry, second by Adair. Approved unanimously.

IV. Old Business:

A. Tourism Brochure Updates and Printing

- The brochure needs an explanation the Marketing Coordinator should be contacted to set-up a meeting before applying for funds.
- Going through our marketing coordinator should streamline the application process and the approval of funds.
- Should this meeting be “required”? Can it be legally? If not, then state recommended.
- Other community applications were reviewed by commission members. Mosinee’s application stood out as being thorough.
- Several groups do not fully fund their events; use a percentage.
- Prioritize new events to receive funds.
- Require applications 2-3 months in advance of event.
- Dan has indicated he doesn’t support the direction this commission is taking, but will go along with the majority.
- Carroll will take all comments, suggestions for the brochure and create a draft for review.
- Should limits on amounts requested be included? Tie caps to number of days of an event: for example 1-day event=\$3,000; 2-day event=\$6,000; 3-day event=\$9,000
- Caps may be too limiting; we may want to give more. Or event planners will apply for the maximum amount, but don’t qualify for that amount.
- Need to allow Commission to approve more or lesser amounts if warranted.
- Consider giving a percentage of the marketing budget. But restricts use of applicant’s funds for other expenses because need to put more toward marketing.

Rogers moved we cover 75% for new events and 60% for repeat events marketing expenses. Second by Grgich.

Discussion:

- Do we then have to verify costs? No.
- This seems like more red tape for applicants to jump through.
- Suggest we do not use percentages at this time.

Call for vote: Aye: 2 No: 3; motion fails.

One more comment: rather than add sponsored by Tourism Commission verbiage we should ask to have the website added. We did talk about a logo for this group; possibly adding an identifier to the current Village logo. In talking with the Village Administrator he suggested we wait a few months as they may be looking at updating the Village logo.

B. Tourism Marketing Coordinator Report

- Website is live; search engine needs views
- It is still a work in progress requiring some tweaks
- A press release will be going out announcing the website
- Carroll Merry will act as the spokesperson for the Commission

Dan Wing expressed he was not in support of the direction this commission is heading but will fully support what the majority of the Commission wants. His constituents feel we should be approving money for local events rather than putting money into a website, advertising, etc...

- In doing some research, the Wisconsin Room Tax Statutes indicate the Commission should contract with another organization (ie chamber or CVB) to perform the functions of a tourism entity.
- In checking other communities, they are all different.
- We don't have to be concerned we are doing anything against the law.
- This Commission is doing a lot of work. We could give all funds to a marketing entity to do the work.
- Dan hasn't talked to each trustee, but his impression is that the Village Board feels we should not be this involved in distributing these funds.
- Also that using these funds should go toward buildings such as the Festhalle; it satisfies the requirement for hotel rooms and lessens the dollar amount used from tax payer funds.
- A non-profit group could be created, DMO Destination Marketing Organization. Money is given through the commission to the DMO. Marketing is specific to one location-Germantown.
- 49% of budget can go for administration of tourism funds.
- Current Commission members are excited about the direction we are headed in.
- Others feel there is nothing to market in Germantown. No one is currently marketing Germantown.
- This Commission is trying to follow the law and interpret it as best we can following the initial instruction given by the Village Attorney.

- The Village Board needs to hear from this Commission what we are doing and why rather than just hearing all the negative comments from others not happy with decisions being made under the new statutes.
 - Then getting some feedback from the Village Board on their position on use of these funds.
 - None of the Commission members is a marketing expert. Why would an entity hired by us be more welcomed?
 - Suggest a Vision Plan be submitted with the agenda for review by trustees ahead of the meeting at which this Commission is presenting.
- C. **Request for Funding Form Updates** refers to the application.
- a. We will review this at the next meeting.

V. **New Business:**

A. Request for Funds-EM Marketing Company

- Elaine does continue to go over the number of hours indicated in her contract.
- Establishing the website with photos, content, took a lot of time.

Merry moved to approve Invoice #22 from EMMarketing; Grgich second. Motion carried.

Wing moved to have Elaine submit another invoice for hours not covered by her monthly contract, at the next meeting; Rogers seconded. Motion carried.

B. Review of Financial Report; report looks good

- Air BNB's and private rentals should also pay hotel tax if they are located in a community that collects hotel tax. Not yet policed.

C. Future Community Agenda

- Refers to a public meeting regarding new rules and when and how to apply for funds for events.
- Not quite ready for this meeting.

VI. **Next Meeting Date:**

Wednesday, June 5, 2019, 5:30pm

VII. **Meeting Adjourn:** 7:05pm on a motion by Wing; second by Grgich; carried.

Respectfully Submitted,

Lynn Grgich, Secretary

INVOICE



Thew's Photography

Carrie Thew

Phone: 262-408-3342
thewsphotography@gmail.com
www.thewspphoto.com

Invoice #: 2052
Invoice date: Dec 16, 2018
Due date: Dec 16, 2018

Amount due:
\$50.00

Bill To:

Germantown Tourism Commission

emmktg@aol.com
C/O Village of Germantown

Description	Quantity	Price	Amount
Photography per hour for Breakfast with Santa at Florian Park	1	\$50.00	\$50.00
		Subtotal	\$50.00
		Shipping	\$0.00
		Total	\$50.00 USD

Notes

Thank you so much! Please make checks payable to "Thew's Photography" or "Carrie Thew" Thank you once again for choosing Thew's Photography to capture your moments for a lifetime of memories.

Terms and Conditions

For 1 hour of digital images for website use and possibly brochures.

EM Marketing Company

emmktg@aol.com

Invoice # 25 - EMM - 12

To: Germantown Tourism Commission

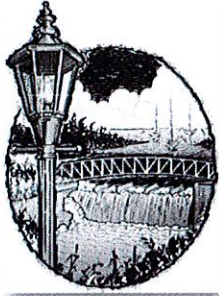
<u>Date</u>	<u>Description</u>	<u>Amount</u>
6/1/19	Contract services for May, 2019	
	30 hours x \$35 per hour	\$ 1,050.00
	Additional hours worked in January, February, March and April.	
	66 hours x \$35 per hour	\$ 2,310.00

TOTAL DUE: \$ 3,360.00

Please mail payment to:

EM Marketing Co, 1621 Tumbleweed Circle, West Bend, Wisconsin, 53095

Thank You!!



109 N. Main Street, Hartford, WI 53027

5/8/19

To: Past recipients of Hartford Tourism Funding

Re: 2020 applications

Every year, the Tourism Commission reviews applications for room tax dollars and evaluates if these dollars are improving the number of heads in beds. In 2018, we did see an increase of \$325,787 between the several hospitality establishments in Hartford. One such reason was the new hotel coming on line in downtown. While this number is encouraging, we feel that we can do substantially better in the years to come.

One major way in which we can increase the effectiveness of our tourism dollars is by cross promoting. The Hartford area offers a great deal of single attractions which can only be made better by creating a longer, more full experience.

The focus of the Tourism Commission for 2020 is to impress on all businesses the importance of cross promoting other area businesses. Rather than simply advertising our great golf courses, let's make it a stay and play by getting a room at one of our great local hospitality options, eat at our local restaurants, swim in our state-of-the-art aquatic center with the kids and then enjoy a round at one of our phenomenal courses. By working together, we all win and increase our room tax dollars for even greater funds to be distributed next year.

Because this is now the Commissions focus, we are leading the charge by putting together two networking meetings, one in Fall 2019, Thursday, September 19th at 7 AM, the second in Spring 2020, Thursday, March 19th at 7 AM to bring together all local businesses impacted by tourism. These sessions would take place at the City Hall Council Chambers. This 60-minute meeting will focus around how we can all grow our businesses by cross promotion. As we feel this type of effort is so important to future growth, we are making these gatherings mandatory to anyone requesting 2020 funding. If you do plan on petitioning for money, please plan on having one or more representatives from your business in attendance to gather and share ideas on how we can all work together. We are sure you will find this beneficial to your future success. Exact dates of these meetings will be sent out by the end of May.

Also enclosed is our 2020 application for funding for tourism dollars. We again ask you to fill this out as completely as possible and return no later than Friday, August 2nd, 2019 for consideration. Again, the Commission will have their annual application meeting at City Council Chambers on Monday, August 12th at which time you will be asked to present your application for 2020 funding.

If anyone has questions on this application or the planned meetings, please feel free to call.

Steve Volkert
City Administrator - Hartford, WI
262-673-8204



TOURISM GRANT APPLICATION

Name of Organization: _____

Contact Person: _____

Address: _____

Telephone: _____

Email: _____

Amount of Room Tax Money Requested: _____

Name of Event/Campaign: _____

The State of Wisconsin allows local municipalities to collect room taxes from those staying in local bed and breakfasts, hotels and motels for the purpose of creating funds to reinvest in tourism activities. The City of Hartford collects a 7% room tax from travelers through the assistance of local establishments.

The intent of this fund is to put traveler's money back into the economy to create even more travelers staying in local establishments.

Prior Year (If first time request, please skip to #5)

1. How much grant money did you request the previous year?
2. Provide a few sentences to summarize what exactly you spent the previous year's tourism grant funds on.
3. Explain how you tracked the success of your promotion or advertising from the previous year's grant?
4. What were the results of your advertising or promotion? (Number of heads in beds, attendance of event, increased sales from event, etc).

Coming Year

5. If this year's application was accepted, how would the tourism funds granted be used, be specific?
6. The purpose of this fund is to help start new ways to get more people to the City of Hartford. If you are asking for more money than what you have gotten in the past, what is new about your former proposals?
7. What is your marketing plan for the event? Please include target markets and the types of media being used.
8. Please list your measurable event goals with data supporting them.
9. What other resources, outside of your project budget, are you leveraging? This may include things such as earned media and donated advertising, sponsorships or other grants earned because of the project/event.
10. How will you track the success of your marketing plan and collect the needed information for reporting on the actual dollar value of your measurable goals? How will you track the number and type of visitors to your event? (Local attendees, non-local overnight attendees, non-local day-trip attendees, total visit expenditures, etc.)



11. For existing projects/events, what new target market (geographic or demographic) or new media will you be using from previous years?

12. For one-time/one-of-a-kind events, how will this event generate media coverage?

13. If applicable, how are you building off of the previous year's experience to make your event more successful?

14. Enter a list of advertising items for your event. Provide a brief description – the name of the items, the number of ads and run dates. Include the total cost for each item. Include samples of advertising with application submittal.

15. Enter a list of items for the event's operational budget.

Statement of Assurances: Any funds received under this grant will be used for the purposes described in this application. The figures, facts, and representations in this application are true and correct to be best of my knowledge.

Name (Please Print): _____

Title or Office Held: _____

Signature: _____

Date: _____

Village of Germantown**2019****Tourism Hotel/Motel Room tax 6%****Best Western****Country Inn & Suites Germantown Hotel/Motels****Holiday Inn****Super 8**

2015 Roll over amount 51,372.00

2016 Budget 35,429.33

86,801.33

Balance	End of 2016	\$52,335.00
Balance	End of 2017	\$92,516.11
Balance	End of 2018	\$155,750.85

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

4/10/2019 EM Marketing 1,050.00

5/10/2019 EM Marketing 1,050.00

4,200.00

Balance	To date 5/29/19	\$151,550.85
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