

GERMANTOWN TOURISM COMMISSION

Meeting Minutes for September 4, 2019

I. Meeting Call to Order:

5:31pm the meeting was called to order by Chairperson Carroll Merry

II. Roll Call:

Present: Patty Adair, Lynn Grgich, Carroll Merry, Judy Rogers

Also Present: Elaine Motl

Excused: Ryan Rahl

Absent: Dan Wing

III. Citizen Input-none

IV. Approval of Minutes:

Minutes from the August 7, 2019, meeting were approved on a motion by Adair, second by Rogers. Approved unanimously.

V. Old Business

a. Germantown Tourism Marketing Coordinator Report

- i. In August the VisitGermantown.com website had 148 views; total so far of 700 views with no promotion
- ii. Postponing Facebook promotions
- iii. Website updates are continuing
- iv. Hotel meeting set for 9/26/19, 3pm at Super 8 Hotel; 3 of the 4 Germantown hotels have responded (Holiday Inn Express no response).
- v. This meeting is a listening session to determine what the hotels need and educate them on the Tourism Commission as a resource.
- vi. Met with Jeff Dhein regarding Oktoberfest.

b. 2020 Budget see discussion at New Business, Item D below.

VI. New Business

a. Request for Funds Germantown Historical Society, Annual Hunsrucker Oktoberfest presented by Jeff Dhein

- i. Discussed #3 on the application regarding measuring visitors/overnight stays for this specific event. Some suggestions included: any type of registration such as for the dachshund dash; possibly having a Welcome Booth or walking through the crowd with a clipboard asking attendees where they are from and if are they staying at a local hotel; having a raffle prize where entrants fill out a slip with their Name, contact information, **requiring zip code**, to win; simply asking any of the bands/entertainment, car show entrants if they are staying at a local hotel, etc...
- ii. Reviewed list of media expense. A few of these are new sources ie WIYL, Facebook and Instagram boosting, GeoFencing.
- iii. GeoFencing is a highly targeted marketing tool to be used to attract more attendance on Sunday. The Facebook page advertising places an Oktoberfest ad on the top of their Facebook page with 80,000 followers on Sunday.

Rogers moved to approve a total amount of \$3,626 as listed for media expense, which includes the Channel 58 Facebook ad, for Oktoberfest; seconded by Grgich. Motion carried unanimously.

b. Request for funds: EKM Moose Lodge, Wisconsin State Dartball Tournament presented by Anita Hauner

- i. Each lodge needs to apply to host a tournament/event and invites lodges from all over the state of Wisconsin.
- ii. Teams do stay in local hotels. The lodge provides shuttles in their personal vehicles from the lodge to whichever hotels visitors are staying in.
- iii. The request is for an ad in a statewide publication and for a mailing which is sent to all Wisconsin lodges.
- iv. The discussion then went to the State Moose Convention in 2020 which will be held in Milwaukee and any potential the EKM Lodge may have to bring visitors out this way.
- v. It was strongly suggested the EKM Moose Lodge meet with Elaine to talk about their ideas and other potential connected with the State Convention.

Rogers moved to approve \$190 for promoting the EKM Moose Lodge Dartball Tournament; Adair seconded. Motion carried unanimously.

c. Request for funds: EM Marketing Company

Rogers moved to approve paying the \$1,050 invoice from EM Marketing Company; Adair seconded. Motion carried unanimously.

d. Open Discussion on Grants and Possible Change to Funding

- i. Judy Rogers wanted to open discussion on a suggestion made by Jeff Dhein at a prior meeting; that of setting a certain dollar amount available to groups not strictly tied to marketing.
- ii. Grant Funds could be applied for to use for seed money to help develop a program/event.
- iii. For existing events they would need to identify something new/different within the existing event not done before or expanding beyond what was previously done.
- iv. This is a way for the Commission to support events without requiring funds be used only for marketing.
- v. Suggest Grant Funds could be applied for the first three years to help get established.
- vi. If the Tourism Commission changes any guidelines, does this need to be submitted to the Village Board for approval (Under 1-378 (e) of the Municipal Code)
- vii. Further discussion on Grant Funds will be continued at future meetings.

e. Naming of Tourism Commission Fund

- i. No action was taken on this item; to be deferred to next meeting.

f. Review of Financial Report

- i. Report from Village: no questions
- ii. Estimating what is left in our categories for 2018:

1. Marketing \$8,000
 2. Program Support \$12,000
 3. Municipal Development \$7,412
- iii. Judy will prepare a breakdown of allotments for each category at each monthly meeting.

VII. Next Meeting: Wednesday, October 2, 2019, 5:30pm

Meeting adjourned at 6:45pm on a motion by Adair, second by Rogers.

Minutes Respectfully Submitted by:

Lynn Grgich

Secretary