

GERMANTOWN TOURISM COMMISSION

Meeting Minutes for October 2, 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, Ryan Rahl, Judy Rogers

Also Present: Elaine Motl

Absent: Dan Wing

III. Citizen Input-none

IV. Approval of Minutes:

Minutes from the September 4, 2019, meeting were approved on a motion by Grgich, second by Rogers. Approved unanimously.

V. Old Business

a. Germantown Tourism Marketing Coordinator Report

- i. Website stats were presented in a handout from our webmaster showing monthly views each month since May, and then by day during the month of September.
- ii. Interesting to note the most popular day and hour of visits has been Fridays at 8:00pm
- iii. This commission approved an ad on the CBS58 Facebook page at a cost of \$500 in conjunction with Oktoberfest:
 1. There were 566 engagements which is really good
 2. 490 link clicks to the Oktoberfest website
- iv. This commission also approved CBS58 Geo-fencing in conjunction with Oktoberfest at a cost of \$1,200:
 1. Locations targeted were: German restaurants in the surrounding area, German grocery stores in Milwaukee resulting in 50,576 impressions (saw ad) and 66 clicks on links
 2. Also targeted were Classic cars, antique cars resulting in 52,862 impressions and 52 clicks.
- v. Elaine Motl attended Saturday and Carroll Merry attended Sunday to personally survey the crowds to determine where they came from and where they were staying if overnight. Their tally sheets showing the cities were reviewed. Good information.
- vi. Elaine reported Washington County was the cover of Key Magazine, Milwaukee. There was also a two-page ad/article which included the Park & Rec Department's October Fall Family Festival. I believe over 60,000 are distributed.
- vii. The hotel/motel meeting on October 1st was attended by Super 8 and Country Inn & Suites. Best Western and Holiday Inn Express were invited; did not respond. Ideas were exchanged including putting together ski packages, shuttles to and from events, etc...

b. 2020 Budget

- i. Judy shared a handout itemizing this year's activity in order to plan for next year.
 - ii. Our webmaster has not submitted an invoice for work as he cannot justify billable hours to this point. We need to submit more material to be added to the website.
 - iii. Judy went through the disbursements made plus those still to come in 2019 for each of the three Categories: Operating (named tonight), Event Support and Municipal Development.
- c. Open Discussion on Grants and Possible Change to Funding
 - i. What can the commission do to spark groups to plan a new event or a new part of an existing event?
 - ii. Applications for this new event could be made each year for 3-5 years maximum for support, with the funding decreasing each year.
 - iii. Possibly fund with a flat amount with no need for submitting invoices.
 - iv. Offer to the community the opportunity to brainstorm new event ideas with the commission. Then, if appropriate, apply for possible support with a grant. Strongly suggest any new event cover 2 days to encourage overnight stays.
 - v. Stimulate and help drive new ideas; new events.
 - vi. Existing events need to be careful that new addition is substantially different from what was/is currently being done to qualify.
- d. Naming of Tourism Commission Fund
 - i. It was agreed to name the third category for funding Operations.
 - ii. The three categories are: Operations, Event Support, Municipal Development.

VI. New Business

a. Request for funds: EM Marketing Company

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

b. Wall Mural Project

- i. Carroll has been doing some research on murals on buildings. This was brought up as Gehl Foods plans for their expansion on Main Street.
- ii. Murals seem to be very popular right now noting Wauwatosa recently spotlighting several in that community.
- iii. Done professionally, they actually become destinations.
- iv. Walldogs is an internationally known organization of sign and mural artists that perform this type of work.
- v. Carroll has brought up the idea with folks at Gehl Foods during their public information sessions during the approval process of their expansion, as well as to Village Administrator, Steve Kreklow.
- vi. The process of getting on the schedule with Walldogs is approximately 2 years.
- vii. The painting itself is a week-long event around which community watch parties, and the final reveal can take place.
- viii. At this point, it is up to Gehl Foods to take the next step for this project.

c. Review of Financial Report

- i. Report from Village: no questions

VII. Next Meeting: Wednesday, November 6, 2019, 5:30pm

Meeting adjourned at 6:47pm on a motion by Adair, second by Rogers.

Minutes Respectfully Submitted by:

Lynn Grgich

Secretary