

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

MEETING: **GERMANTOWN TOURISM COMMISSION**
REVISED

DATE AND TIME: **WEDNESDAY, November 6, 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 Merry, Members Trustee Wing, Adair, Grgich, 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:** October 2, 2019 meeting.
- V. **OLD BUSINESS:**
 - A. Germantown Tourism Marketing Coordinator Report including website update, and application update.
 - B. 2020 Budget.
 - C. Judy Rogers – Open Discussion on Grants and Possible Change to Funding.
 - D. Mural Project.
- VI. **NEW BUSINESS:**
 - A. Request for Funds - EM Marketing Company.
 - B. Future Village Board Presentation.
 - C. Review of Financial Report.
- 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 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

EM Marketing Company

emmktg@aol.com

Invoice # 35 - EMM - 23

To: Germantown Tourism Commission

<u>Date</u>	<u>Description</u>	<u>Amount</u>
11/1/19	Contract services for October, 2019 30 hours x \$35 per hour	\$ 1,050.00
TOTAL DUE:		\$ 1,050.00

Please mail payment to:

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

Thank You!!

Village of Germantown

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	<u>35,429.33</u>
	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	20,228.86	as of 3rd Qtr Revenue
	175,979.71	

2019 Payments	Actual	Committed
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	
6/25/2019 EM Marketing	3,360.00	
6/25/2019 Thew's Photography	50.00	
7/25/2019 Deuschtdadt Herigtage Mai Fest	6,715.00	
7/25/2019 D. Braeal Tourism Website	1,644.03	
7/25/2019 EM Marketing	1,050.00	
7/25/2019 Elk Moose Lodge	301.12	
8/10/2019 Elk Moose Lodge	309.28	
8/25/2019 EM Marketing	1,050.00	
8/25/2019 Thew's Photography	50.00	
8/25/2019 Washington County Convention	8,000.00	
8/25/2019 FestHalle -		16,000.00
9/25/2019 EM Marketing	1,050.00	
10/10/2019 EM Marketing	1,050.00	
10/10/2019 WDJT-LP Oktoberfest	1,700.00	
	30,529.43	16,000.00

Balance	To date 10/25/19	\$145,450.28	\$129,450.28
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2019 Amount to be retained by Municipality	220,930.22
Amount collected through 3rd quarter 2019	241,159.08

To date distributed to Tourism:	20,228.86
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