

GERMANTOWN TOURISM COMMISSION

Meeting Minutes for November 6, 2019

I. Meeting Call to Order:

5:32pm 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 October 2, 2019, meeting were approved on a motion by Grgich, second by Adair. Approved unanimously.

V. Old Business

a. Germantown Tourism Marketing Coordinator Report

- i. The first Google Analytics report covered a portion of October; 144 views, 88 new viewers; highest viewed page: Homepage; second highest page was the Village's Fall Fest.
- ii. The website has been included in Dan Knodl's weekly enewsletter
- iii. Will need to update Breakfast with Santa event from reindeer to sled dogs.
- iv. Elaine met with the EKM Moose Lodge regarding their events
- v. All their events include visitors from out of town.
- vi. Moose International Conference, May 21-27, 2020, will bring 30,000 visitors to Milwaukee.
- vii. The main purpose of the Moose Lodge is to raise money for the Moose Heart facility in IL serving kids without families. Groups from the conference will travel to visit this facility, but those who have already been there will be looking for something different to see. The EKM Moose Lodge is planning on setting up a package for this area.
- viii. Researching an ad in the Moose Magazine, 200,000+ distribution, ads are expensive at around \$7,000 depending on size, color or not. They publish Feb/Mar and Apr/May before the international conference.
- ix. Tourism committee discussed supporting them. General discussion if at \$5,000 would we realistically get any overnight stays. Could offer hotel packages with promo code to track, but only provides information after the event. Backing into \$5000 at \$200/local hotel room (est.) = 25 stays; reasonable?
- x. Is Moose International offering booking deals in Milwaukee or can individuals do their own booking?
- xi. Tourism commission would help develop ad.
- xii. The Moose Lodge's dart ball tournament in February is a statewide event. The commission discussed giving \$250 to boost Facebook posts, put VisitGermantown.com plus the local hotels on the Moose website during

promotion of the tournament. EKM Moose Lodge would have to create an invoice itemizing this for reimbursement.

- xiii. The LaCrosse Moose Lodge comes to Milwaukee for an annual Brewers Game. The local lodge will try to promote for group to stay in Germantown.

b. 2020 Budget

- i. Judy shared a handout updating and itemizing this year's activity in order to plan for next year.
- ii. Question about WDJBT, CBS58 and payments. There was some misinterpretation and payment is being worked on with the Clerk's office.
- iii. It looks like Oktoberfest still has a balance of \$1,926 available for 2019 not yet disbursed as of 10/25/19.
- iv. Our webmaster will provide an invoice by year-end for billable hours. It will not exceed our budgeted amount; not enough work yet to justify full hours.
- v. We did review the Village Financial Report

c. Open Discussion on Grants and Possible Change to Funding

- i. What else can the commission do to help promote our events?
- ii. Applications for a new event could be made each year for 3-5 years maximum for support, with the funding decreasing each year. For example:
 - 1. 2-day events: 1st year-\$7500; 2nd year-\$5,000; 3rd year-\$2500
 - 2. 1-day event in the evening encouraging an overnight stay: 1st year-\$5,000; 2nd year-\$2,500; 3rd year-\$1,000
 - 3. Major emphasis would be on non-local marketing.
 - 4. Develop a ***list of items that would be covered*** rather than what is not covered.
- iii. Other ideas for bringing people in especially during slow months for the hotels such as a winter ski package. Elaine will check for interest with the local hotels, if any room discount would be available for a package, and she will check with the ski hills. Promotion would be on VisitGermantown.com, on the hotel and ski hill websites.
- iv. The Tourism Commission is looking for additional ideas.

d. Mural

- i. Gehl Foods is interested in meeting with representatives from Wall Dogs.
- ii. The Village Administrator, Steve Kreklow, is aware of this. Gehl's will be coming in with their next steps for their expansion, but not sure if the mural will be included.
- iii. Carroll Merry is willing to facilitate a meeting, but a more definite response is needed from both Gehls and the Village.

VI. New Business

a. Request for funds: EM Marketing Company

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

Elaine will be submitting an invoice for mileage in December.

b. Future Village Board Presentation

- i. February should give the Tourism Commission time to formulate the grant program and budget.

c. Review of Financial Report

- i. Report from Village: no questions

VII. Next Meeting: Wednesday, December 4, 2019, 5:30pm

- a. Patty Adair will be out of town and unable to attend.

Meeting adjourned at 6:41pm on a motion by Adair, second by Rogers.

Minutes Respectfully Submitted by:

Lynn Grgich

Secretary