

GERMANTOWN TOURISM COMMISSION

Meeting Minutes for December 4, 2019

I. Meeting Call to Order:

5:30pm the meeting was called to order by Chairperson Carroll Merry

II. Roll Call:

Present: Lynn Grgich, Carroll Merry, Ryan Rahl, Judy Rogers

Also Present: Elaine Motl

Excused: Patty Adair

Absent: Dan Wing

III. Citizen Input-none

IV. Approval of Minutes:

Minutes from the November 6, 2019, meeting were approved on a motion by Rogers, second by Grgich. Approved unanimously.

Rogers moved that Agenda item VI. C. be moved to the top of the agenda list; Merry seconded. Motion carried.

VI. New Business

C. Request for funds by the EKM Moose Lodge for the 2020 Moose International Convention.

- This international convention will bring 30,000 members to Milwaukee May 21-27, 2020; Memorial Day Weekend
- Saturday has no events planned by the international committee; most attendees go to Illinois to visit the Mooseheart facility. However, many attendees have already done that trip
- The EKM Moose Lodge would like to plan a tour of local establishments in Germantown for attendees.
- Their demographic is a little older
- The EKM would provide a van shuttle from downtown to Germantown
- No other local Moose Lodges are offering this type of opportunity
- Best guest estimate of room stays is 22 based on past ties with other state lodges that have attended previous events planned by the EKM Moose Lodge.
- The ad in the Moose Magazine will be in two issues; Jan/Feb and Mar/Apr to catch those that plan their stay early and a repeat ad for those who have not yet made up their minds.
- The magazine circulation is 800,000+ and is an international publication.
- Suggested a code be assigned by the local hotels to those stays that are for visitors attending the Moose Convention.

Rogers moved to approve the \$7,429.82 requested by the EKM Moose Lodge for the 2020 Moose International Convention; Grgich seconded. Motion carried.

Now resuming the original meeting agenda:

V. Old Business

a. Germantown Tourism Marketing Coordinator Report

- i. Elaine met with Anita and Mary from the EKM Moose Lodge to help them structure their application for the Moose International Convention.
- ii. The EKM Moose Lodge is actively seeking to host more of the statewide Moose events which draws attendees from all over the state of Wisconsin.
- iii. The EKM Moose events are perfect for Tourism Funds as these events bring in visitors from all around the state, and far enough that attendees would stay overnight.
- iv. Elaine brought the Sponsorship marketing piece Deutschstadt Heritage Foundation will be using for the 2020 Mai Fest event. This was developed after Elaine met with Marcy Stone and others from the group to help them better develop their sponsorships.
- v. This commission had talked about promoting to meeting planners. We are not ready to develop this yet, but Elaine shared their magazine just as an FYI.
- vi. Discover WI contacted Elaine about the possibility of Germantown purchasing a segment. Prices vary depending on how much of a segment would be covered. The committee felt it was worth hearing the presentation.
- vii. Elaine requested better clarification of what the commission wanted her to do regarding the hotel/ski packages to be developed with her remaining hours for 2019.
 1. Should we be marketing the package which is actually marketing the hotels. The statutes state the money should be used for promoting tourism to Germantown.
 2. It was felt that promoting dining, shopping does put "heads in beds"
 3. Will the Village Board consider this bringing tourism?
 4. Visitors could be spending money in surrounding communities too.
 5. Hotels may not give consideration to ski packages being created by another hotel, but Elaine representing a larger group may get their attention/interest.
 6. Our tourism message is: spend your money here by promoting Germantown as the convenient center of your stay from which to go and come back to at the end of the day.
 7. Elaine attempted to meet with hotels to help understand what their needs are, but unfortunately, did not get good attendance.

Merry moved that Elaine move forward in developing a ski package with local hotels; Grgich seconded. Motion carried.

8. These packages could be promoted on the website, boost on Facebook, as well as on Sunburst and Little Switzerland's social media.
9. Consider running ads in the northern Chicago suburbs.
10. Elaine's contract agreement expires 12/31/19. She has limited time in January and February due to a personal commitment in 2020.
11. The commission asked Elaine to submit a new contract for the 10 months in 2020.

12. It was suggested the request for funds application include a question as to “Estimate how many rooms will be booked with this particular request”. This isn’t a number that will be asked to be guaranteed, rather just an idea of the Return on Investment (rooms versus dollar amount spent) This question is included on many other communities’ applications.
13. Ryan shared a touch screen of local events in local hotel rooms used in Chippewa Falls. Most front desk attendants are not from the area and don’t know the local events occurring.

b. 2020 Budget

- i. Judy shared a handout updating and itemizing this year’s activity.

c. Open Discussion on Grants and Possible Change to Funding

- i. We started a conversation about grants for a new event.
- ii. Are there other categories that could be supported by a grant? Such as shuttle for tours of the local area? Grants for events to add shuttle service back to the hotels?
- iii. Hesitate to have categories with some exclusions ie: payroll. To keep it as simple as possible with as few obstacles as possible, offer an amount such as \$5,000 with few restrictions. Would still need to require a budget to support the use of funds for promotion.
- iv. Requiring applicant to meet with Elaine before submitting the grant request to the Commission, would help the applicant understand the process and help develop a marketing plan.
- v. These funds should still be focused on Marketing.
- vi. Consider rolling out \$5,000 grant for new events; keep as easy and simple upfront so as to not scare off requests for funds. It is felt most new events won’t be well thought out. The commission can gage how the applicant heard about the grant and then meet with Elaine to work through the requirements.
- vii. Germantown has new event potential from sport teams groups for tournaments, other community groups.
- viii. Other communities require 100% of funds go to marketing.
- ix. Suggest Year 1 a little more flexible, Year 2 & 3 all funds go to marketing.

ACTION ITEM FOR COMMISSION MEMBERS:

For the January meeting, bring input on grant programs ideas.

d. Mural Project

- i. There still seems to be interest, but the next step needs to be made by Gehl Foods or the Village of Germantown.
- ii. This commission is happy to help however we can.

e. Future Village Board Presentation

- i. Originally thought February, but for various reasons push back to a March Village Board meeting. Lynn will ask Deanna to put us on a March agenda.

- ii. Most marketing plans are a 3-5 year timeframe to develop, implement and see results. This commission is 10 months in.
- f. **Hotel Ski Hill Packages were covered in Marketing Coordinator Report**

VI. New Business

- a. **Request for funds: EM Marketing Company**
- b. **Request for Funds David Brazeal**

Merry moved to approve paying the request for funds as submitted in items a and b; Rogers seconded. Motion carried unanimously.

d. Review of Financial Report

- i. Report from Village: no questions

VII. Next Meeting: Wednesday, January 8, 2020, 5:30pm

Meeting adjourned at 6:57pm on a motion by Rogers, second by Rahl.

Minutes Respectfully Submitted by:

Lynn Grgich

Secretary