

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

MEETING: **GERMANTOWN TOURISM COMMISSION**

DATE AND TIME: **MONDAY, March 23, 2020 5:30 p.m.**

LOCATION: **Village Hall Board Room
N112 W17001 Mequon Road**

I. **CALL TO ORDER:** *This meeting has been given public notice in accordance with Section 19.83 and 19.84, Wis. Stats, in such form that will apprise the general public and news media of subject matter that is intended for consideration and action.*

II. **ROLL CALL:** **Miller, Hughes, Kreklow, Grgrich.**

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:** **February 25, 2020 Meeting.**

V. **OLD BUSINESS:**

A. None.

VI. **NEW BUSINESS:**

- A. Request For Funds – Maifest, Deutschstadt Heritage Foundation, May 15 and May 16.
- B. Local Business Assistance.
- C. Forms and Processes for Requests.
- D. Review of Financial Report.

VII. **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.

NOTICE: Pursuant to the current recommendation of the Centers for Disease Control and Prevention limiting public gatherings to less than 10 people, and consistent with guidance from the Wisconsin Attorney General's office, public access to the Village of Germantown meetings is provided via live broadcast. The broadcast can be viewed through Channel 25 on Spectrum cable, or on the Village's website. Public comments should be directed to the City Clerk's office at dbraunschweig@village.germantown.wi.us by 4 p.m. on Monday, March 23 to the meeting so that it can be provided to the members for their consideration.

GERMANTOWN TOURISM COMMISSION

Meeting Minutes for February 25, 2020

I. Meeting Call to Order:

5:30pm the meeting was called to order by Village Administrator, Steve Kreklow

II. Roll Call:

Present: Miller, Hughes, Kreklow, Rahl, Grgich

Also Present: Ken & Marge Miller, Jeff Dhein, Mark Schroeder, Dan Wing, Dean Wolter

III. Election of Officers

- Lynn Grgich nominated herself for the position of secretary, Hughes seconded. Motion carried unanimously.
- Hughes nominated Rick Miller for the position of Chair; Miller seconded. Motion carried unanimously.
- Miller nominated Steve Kreklow for the position of Vice-Chair; Hughes seconded. Motion carried unanimously.

IV. Citizen Input-none

IV. Acceptance of Minutes:

Hughes moved for Acceptance of the Minutes from the February 10, 2020 meeting; Kreklow seconded. Accepted unanimously.

V. Old Business None

VI. New Business

a. 2020 Tourism Budget and Finances

- i. The current accumulated balance is \$206,767.69
- ii. Reviewing from 2006 through 2016, annual contributions were \$29,000 to \$38,000. Since 2016 the annual contribution has been much higher.
- iii. Expenditures have been lower as well
- iv. No official budget listing line items was evident in the minutes
- v. Previous guidelines were 40% for marketing, 30% for programs, 30% for public facilities. These are subject to change by the commission
- vi. A question was raised to clarify a statement from last October or November indicating \$78,000 was the total amount available. This amount represented the amount for 2019. The total balance is \$206,767 prior to January 2020.
- vii. There is a \$16,000 commitment for the feste halle carried over.
- viii. Are there any other costs or commitments carried over?
- ix. A decision on the website and domain name will be decided at a future meeting. There are no costs outstanding for either.
- x. A review of the 2/10/2020 meeting minutes shows these approvals for funds:
 1. EKM Moose Lodge approval of \$345 for the GMO State Tournament
 2. EKM Moose Lodge approval from 12/4/19 changed from \$7429.82 to \$3,516.37 + \$1,379.82 = \$4,896.19.
 3. Final hours submitted by Elaine Motl for work in January and February 2020 in the amount of \$280.

4. Annual request for funds from the Washington County Convention & Visitors Bureau in the amount of \$8,000 for 2020.

b. Dheinsville Park Pavilion presented by Mark Schroeder

- i. This request is on behalf of the Village and Germantown Historical Society
- ii. \$50,000 request was with estimated project costs of \$350-\$400,000
- iii. Tourism Commission approved \$16,000
- iv. As the design continued, plans were submitted for bid and the price range went to \$563-\$592,000
- v. Project was presented to the Village Board in January 2020 at which action was tabled
- vi. Germantown Historical Society went back to their donors
- vii. Keller, Inc. had the lowest bid and will hold it open a while longer
- viii. The Germantown Historical Society is looking for an additional \$150,000; can Tourism accommodate this amount.
- ix. Kreklow proposed committing
 1. \$75,000 from the \$206,000 balance remaining at the end of 2019
 2. \$37,500 from the 2020 revenues
 3. \$37,500 from the 2021 revenues
- x. The Village would handle the cash flow until the revenue is received.
- xi. Jeff Dhein reported the Germantown Historical Society has donated funds of \$110,000 paid, \$70,000 committed and an additional \$15,000 close to commitment. He feels \$200,000 is possible and even \$250,000.
- xii. They will save \$3,500 annually not having to rent the tent.
- xiii. Other fundraising opportunities are in the works, such as naming right to the stage.
- xiv. Kreklow indicated if approved the Village Attorney would draft the agreement
- xv. What differentiates this shelter from other park facilities?
- xvi. Attracting weddings would attract tourism, but is there any interest demonstrated? The average wedding size is 175 guests.
- xvii. This building is distinguished by size and location in an historic park.
- xviii. Dhein has received requests for use of the space for a graduation and two weddings.
- xix. Schroeder will gather information on what others in the area are charging for use of their similar facilities.
- xx. Milwaukee County does a lot of park rentals which brings in over \$1million in revenue.
- xxi. Obstacles may be bathrooms, alcohol availability. Rules are different for municipalities versus groups.
- xxii. The location in an historical park may draw other German events, clubs, and festivals.
- xxiii. And it may not draw these groups.
- xxiv. Oktoberfest is not an event that brings people to local hotels because the hotels are already booked with other events happening that weekend. This event happens during a time when hotels are busy.
- xxv. The bulk of the current budget balance came in the last three years; would hate to see it used up. Funds should be available, for example, when a large

event is looking to come to the area in winter when the hotels are starving for stays.

- xxvi. We don't have a pavilion now, we don't even have an opportunity. The tent comes down, it is done. A pavilion allows for longer use of the park.
- xxvii. Hughes indicated he doesn't like the tax, but everyone is required to pay it. He didn't like the direction the commission was going in: marketing for hotels. It is not meant for that. This commission should gather to better Germantown. If the pavilion will better Germantown; OK; he doesn't care whether or not it provides stays.
- xxviii. How do we determine what dollar amount to approve? Review on a case-by-case basis.
- xxix. Understood the feste halle was happening, how did the price tag go from \$320,000 to over \$500,000? The main reason was due to bidding rules change when public funds became involved.

Hughes moved to accept Administrator Kreklow's proposal of a three-year payment plan of \$75,000 from the current balance, \$37,500 from 2020 and \$37,500 from 2021 funds. Kreklow seconded. Four Ayes; One No; Motion carries.

The meeting was adjourned by Rick Miller at 6:23pm

Minutes Respectfully Submitted by: Lynn Grgich, Secretary

2020 MaiFest Germantown
MARKETING PROPOSAL
March 2020

MARKETING PROPOSAL for 2020 MaiFest, Germantown:

- Two (2) digital advertising boards and one (1) static print billboard, running ads 1-4 weeks prior to MaiFest, rent the spots through Clear Channel.
\$2,000
- Develop and run Facebook paid ads throughout southeastern Wisconsin & northern Illinois.
\$500
- Radio spots on WTKM, reaching Washington, Dodge, Waukesha & Jefferson Counties
\$ 450
- Radio spots on other radio stations, such as 101.3 FM/1470 AM WIBD and 92.5 Buzz Country.
\$1,550.00
- Radio spots on Joy 1340, FM 98.7 - Continental Showcase (German), hosted by Bob Ziegenbein on Saturday's from 1 p.m. – 4:30 p.m.
\$150.00
- Radio spots on Heimat Echo, part of the Polka Parade - airs each Saturday on 1340AM Run two (2) 60 second ad spots on Saturday, April 25, May 2 and May 16.
\$200.00
- One full page ads in Polka Notes magazine distributed throughout Wisconsin and Illinois. April-May edition
\$40.00
- 1,000 – four color tri-fold brochures to be distributed at hotels, businesses such as Cabela's, Chamber of Commerce, banks, restaurants and other establishments throughout the area
\$550.00
- 5,000 | four-color, 12x18 placemats. 1,000-1,500 to be used at MaiFest, the other 3,500-4,000 to be distributed to restaurants, many of which are outside the Germantown area, such as: Bavarian Bierhaus, Old German Beer Hall, Kegel's Inn etc.
\$850.00
- 100 | four-color promotional signs placed in prominent and high traffic, commuter areas along Mequon Road, Pilgrim Road, Freistadt Road, Fondulac Road etc. Also placed in Germantown parks, by soccer and baseball fields, placed where individuals from outside of Germantown will see them. Signs will also be placed in areas outside of Germantown.
\$735.00

2020 MaiFest Germantown
MARKETING PROPOSAL
March 2020

- Digital newspaper ads in Milwaukee Journal Sentinel running 10 days prior to MaiFest
\$1,600.00
- Print copy and digital newspaper ads in Fond du Lac and Sheboygan newspapers running 10 days prior to MaiFest
\$1,000.00
- Two print copy newspaper ads in the Germantown Express newspaper
\$900.00
- 1/6 page horizontal ad running in the February/March and April/May issues of Our Wisconsin Magazine. \$630 per issue.
\$1,260
- Tent Rental to host Mai Fest since there is no structure for use at Friedenfeld Park
\$7,630.00
- Generators and fuel to run lights and equipment at Mai Fest since no electricity is available for use at Friedenfeld Park
\$250.00

TOTAL: \$ 19,665.00

GERMANTOWN TOURISM COMMISSION

REQUEST FOR FUNDING CALENDAR YEAR 2020

Funds may be requested by groups for events or projects that will bring visitors to the Village of Germantown

1. Event Name Mai Fest
Group Name Deutschstadt Heritage Foundation
Address 1112 W16240 Mequon Road, Germantown, WI
Telephone Number & Email 414-403-8427 maifestgermantown@gmail.com
or mstone965@gmail.com
2. Responsible persons name Marcy Stone
Telephone (if different from above) n/a
3. Amount requested \$ 19,665.00
4. Date by which funding is desired: approval by March 24 / funds by July 6, 2020

Please complete the information requested on the back of this form regarding the project or event.

Please submit an estimate for the project for approval. Upon completion of the project, receipts submitted will be matched against the detail costs to verify the final expenditure.

- 1) All receipts must be received by the Village Clerk within 60 days of approval or the day of the event.
- 2) Upon approval, any advertising and projects must display: Sponsored in part by Village of Germantown Tourism Commission.
- 3) Plan for a representative from your organization to attend the Tourism Commission meeting when funds are requested. You will be notified by email of the date and time of the meeting.

**Please complete the following regarding your request from the
Tourism Commission:**

Event or project description: (Please provide details regarding your event or project)

31st celebration of Mai Fest, Germantown to be held at Friedenfeld Park beginning Friday, May 15, 5 p.m. - midnight; Saturday, May 16, 11 a.m. to midnight and Sunday, May 17, Noon - 8 p.m. The celebration features popular live bands from Wisconsin and Illinois, German food, American food, beverages, games, dancing, a craft fair on Sunday and more.

Goals of your event/project:

The goal of DHF is to reinvest the proceeds from Mai Fest back into our community. We support the preservation of our Germanic heritage and invest in activities that add to the quality of life in our community such as: Germantown Christmas parade, post prom, community band, 4th of July, Breakfast with Santa, Germantown Police Dept. Canine fund + more.

Cost details:

Overhead expenses for this three day event are approximately \$39,297. These expenses include: entertainment, tents, generators, lights, electrical, tables and chairs, marketing and advertising, insurance etc

2nd or 3rd year applicants - please describe the results of the previous years event/project:

Despite rainy weather on Friday and Sunday we had good crowds overall. We are working on ways to increase our advertising budget^{+ signage} since we no longer benefit from walk or drive by traffic as occurred when the event was held off of Mequon Road in the parking lot by Starbucks. We also have significant fixed costs due to the need for tents and electrical which we need to provide at Friedenfeld. Note: We are very grateful for the tourism dollars we received last year. We did not receive any tourism funds in 2018 due to a change in the procedure to request funds from the commission.

TOURISM COMMISSION REQUEST

