

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

MEETING: **GERMANTOWN TOURISM COMMISSION**

DATE AND TIME: **MONDAY, August 16, 2021 6:45 p.m.**
Immediately following General Government & Finance not before 6:45 p.m.

LOCATION: **Germantown Village Hall**
N112 W17001 Mequon Road

NOTICE: Pursuant to the recommendations of the Centers for Disease Control and Prevention concerning the prevention of COVID-19 infections, any member of the body and/or citizen may also attend the meeting virtually through the WebEx platform, Meeting #: 182 136 1369
Password: JYeY4mf3pp2 which can be accessed by phone at 408-418-9388 or by logging on at <https://villageofgermantown.my.webex.com/villageofgermantown.my/j.php?MTID=m1f812ac4a3ab7e4e0a414510f2cca56a>

Citizens not wishing to attend the meeting personally or virtually may submit any public comments by sending an email to comments@village.germantown.wi.us by 4 p.m. on the day of the meeting so that it can be provided to the members of the body for their consideration.

- 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:** **President Wolter, Tr. Rick Miller, Administrator Kreklow, Lynn Grgich.**
- 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. **ACCEPTANCE OF MINUTES:** **May 10, 2021 Meeting.**
- V. **OLD BUSINESS:**
 - A. None.
- VI. **NEW BUSINESS:**
 - A. Request for Funds- Dheinsville Historical Society – Oktoberfest – September 25, and September 26.
 - B. 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.

MEETING MINUTES FOR MONDAY, May 10, 2021

- I. CALL TO ORDER
 - a. The meeting was called to order at 5:32pm by Chairperson Rick Miller.
- II. ROLL CALL
 - a. Present: Wolter, Kreklow, Miller, Grgich
- III. ELECTION OF OFFICERS
 - a. Kreklow moved to elect Trustee Miller as chairperson of the Germantown Tourism Commission; seconded by Grgich; Vote: 4 Ayes, 0 Nays; Motion Carried.
 - b. Wolter moved to elect Lynn Grgich as secretary of the Germantown Tourism Commission; seconded by Kreklow; Vote: 4 Ayes, 0 Nays; Motion Carried.
- IV. CITIZEN INPUT/PUBLIC APPEARANCE
 - a. No one present and nothing was received at Village Hall.
- V. APPROVAL OF MINUTES
 - a. Kreklow moved to approve the Minutes of the March 23, 2020 meeting; seconded by Wolter; Vote: 4 Ayes, 0 Nays; Motion Carried.
 - b. Wolter moved to approve the Minutes of the April 13, 2021 meeting; seconded by Miller; Vote: 4 Ayes, 0 Nays; Motion Carried.
- VI. OLD BUSINESS
 - a. None
- VII. NEW BUSINESS

Request for Funds from the Kiwanis Club of Germantown for the 4th of July Festival in the amount of \$2,583

- a. The amount requested is to cover radios used by Life Church volunteers in staging the parade. They have asked if the number of radios could be increased from 18 to 24 to have this communication tool available to more of their volunteers.
- b. The number of port-a-johns is decreased by 5 this year considering the added restroom facilities being available in the new shelter.
- c. Lincoln Contractors price for the light towers is very reasonable and has been at this level for 8+ years.
- d. The Kiwanis Club has been struggling to cover all the expenses incurred with putting on this event for the Village. Sponsorships coming in have not been enough for the past few years.

Kreklow moved to approve \$2,583 to the Kiwanis Club for costs as itemized in connection with the 4th of July Festival; Wolter seconded. Vote: 3 Ayes; 0 Nays; Grgich Abstained.

- VIII. ADJOURNMENT
 - a. Meeting adjourned at 5:44pm

Respectfully submitted by, Lynn Grgich, Secretary

**GERMANTOWN TOURISM COMMISSION
REQUEST FOR FUNDING
CALENDAR YEAR: 2021**

Funds may be requested by groups for Tourism Projects (projects or events that will bring visitors to the Village of Germantown).

GUIDELINES

1. Funds shall be used for the following to promote tourism or lodging in the Village:
 - a) Marketing projects, including advertising media buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motor coach groups.
 - b) Transient tourist informational services.
 - c) Tangible municipal development.
2. All funds are to be used within 12 months of approval.
3. All receipts must be submitted to the Village Clerk within 60 days of approval or of the day of the event for reimbursement. (Washington County Convention and Visitor's Bureau may submit their current budget [revenues/expenses] as acceptable proof of expenditures to validate their claim for reimbursement.) Failure to submit receipts within 60 days of approval or of the day of the event shall result in a forfeit of funding.
4. Upon approval, any advertising and projects must display: "Sponsored in part by Village of Germantown Tourism Commission."
5. A representative from your organization must be present at the Germantown Tourism Commission meeting when funds are requested. A notice will be sent out in advance of the date, time, and location of the meeting.

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1. Group Name: Germantown Historical Society
Mailing Address: Po Box 31 Germantown, WI 53022
 2. Responsible person's name: MIKE RAAB Phone No: 262-305-3803
 3. Amount requested: 2500.00 E-mail Address: GermantownHistoricalSociety@gmail.com
 4. Date by which funding is desired: 9/25-9/26

Please complete this form in its entirety. Also, please submit an itemized estimate for the full project for approval. Upon completion of the project, receipts submitted will be matched against the detail costs to verify the final expenditure.

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

Germantown Historical Society Presents Oktoberfest at Dheinsville Park in Germantown
This event brings in 5000-7000 people for our two day event. We bring in not only
the Germantown area residents but also people from northern WI and northern IL for
the dog race and bands playing at Oktoberfest.

How will your event promote tourism to Germantown or generate overnight stays at hotels in Germantown?

We will be running radio ads on WKTM & Party 92.9 which run for the listen audience
for southern WI & Mid WI. Plus ads in papers such as Express News & Milwaukee Journal
Sentinel. Plus billboards

Itemized Cost Details for marketing and advertising this event:

Radio Ads - \$425.00

Facebook \$200.00

Newspaper Ads - \$525.00

Trifolds \$150.00

Billboards - \$325.00

2nd & 3rd year applicants: please provide a financial statement including revenue & expense: (past financial statement)

Adopted: 6/01/93
Revisions: 6/17/93, 7/30/93, 8/16/93, 11/02/98
Revised: 6/20/00 (per guidelines adopted 2/21/00 by Village Board), 11/18/02,
2/25/05 (per General Government & Finance Committee)
8/28/07 (per guidelines adopted 9/17/07 by the Village Board)
12/10/08
2/6/10
6/15/2015 – revision approved by Tourism / Betterment Committee
8/3/2015 – Clerk's Office added e-mail address
4/12/17; 5/17/17; 8/14/17 – revised guidelines

VILLAGE OF GERMANTOWN – CLERK'S DEPARTMENT
N112 W17001 Mequon Road, P.O. Box 337 Germantown, Wisconsin 53022
Phone: (262) 250-4740 Fax: (262) 253-8255