

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

MEETING:	GERMANTOWN TOURISM COMMISSION
DATE AND TIME:	<u>MONDAY, April 4, 5:30 p.m.</u>
LOCATION:	Germantown Village Hall Conference Room A N112 W17001 Mequon Road

NOTICE: Citizens not wishing to attend the meeting personally or virtually may submit any public comments by sending an email to comments@germantownwi.gov 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:** **December 6, 2021 Meeting.**
- V. **OLD BUSINESS:**
A. None.
- VI. **NEW BUSINESS:**
A. Financial Update.
B. Request for Funds – Independence Day Committee – Fireworks Funding Request.
C. Request for Funds – Independence Day Committee.
D. Request for Funds – Mai Fest, Deutschstadt Heritage Foundation.
- 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, December 6, 2021

I. CALL TO ORDER

- a. The meeting was called to order at 6:32pm by Chairperson Rick Miller.

II. ROLL CALL

- a. Present: Wolter, Kreklow, Miller, Grgich

III. CITIZEN INPUT/PUBLIC APPEARANCE

- a. No one present and nothing was received at Village Hall.

IV. APPROVAL OF MINUTES

- a. Wolter moved to approve the Minutes of the August 16, 2021 meeting; seconded by Kreklow; Vote: 4 Ayes, 0 Nays; Motion Carried.

V. OLD BUSINESS

- a. None

VI. NEW BUSINESS

- a. Request for Funds from the Germantown Kiwanis Club for Breakfast with Santa presented by Cheri Schadeberg with no amount listed.
 - The amount was left blank not knowing what the parameters were. Past requests focused on supporting marketing expenses and documentation.
 - \$4,000 was what they had in mind for this request.
 - This is the 10th year for this event which has continued to grow over the years.
 - This year online pre-event ticket ordering and time blocks for seating have been incorporated to manage the traffic flow so everyone has the best experience possible. There are additional fees incurred with the online convenience.
 - Reindeer costs have doubled. Food prices have also increased, however, despite these additional costs, the Kiwanis Club has kept the ticket price at an affordable level for families to be able to participate.
 - As of 12/6, 731 pre-sold tickets, 900 is the capacity of venue, 837 was largest attendance for this event. Based figures on 800 for estimated attendance in 2021.
 - Steve suggested for future consideration by the Tourism Commission, that matching funds be an opportunity to encourage sponsorships to be matched by Tourism Funds.

Wolter moved to approve \$4,000 for the Kiwanis Club Breakfast with Santa program. Kreklow seconded.
Vote: 4 Ayes; 0 Nays

b. Review of Financial Report

- i. Kreklow reviewed the financial report.
- ii. No revenue was collected during 2020; it is picking up in 2021 and looks to be comparable to 2019 amounts.
- iii. There also wasn't much distributed in funds in 2020 and 2021. Total for 2021 should be about \$6,985.
- iv. It is believed the Feste Halle payment has been deducted.
- v. It was suggested a meeting be scheduled in January to establish a budget for this fund.

VII. ADJOURNMENT

- a. Meeting adjourned at 6:57pm

Respectfully submitted by, Lynn Grgich, Secretary

GERMANTOWN TOURISM COMMISSION

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REQUEST FOR FUNDING CALENDAR YEAR 2022

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

1. Event Name FOURTH OF JULY
Group Name VILLAGE OF GERMANTOWN
Address _____
Telephone Number & Email _____

2. Responsible persons name DENNIS MYERS
Telephone (if different from above) 262-853-8214

3. Amount requested 19,321.25 DOWN PAYMENT 9,425.00

4. Date by which funding is desired: ASAP.

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:

COPY

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

FOURTH OF JULY FIREWORKS

Goals of your event/project:

RESIDENCES OF G-TOWN, FAMILY, FRIENDS
VISITORS, IN STATE OR OUT OF STATE

Cost details:

FIREWORKS, DISPLAY OF FIREWORKS, TAKE-DOWN
EQUIP, CLEAN-UP

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

TOURISM COMMISSION REQUEST

WOLVERINE FIREWORKS DISPLAY, INC.

205 W. Seidlers Road
Kawkawlin, Michigan 48631
Phone: (989) 662-0121
Fax: (989) 662-0122

WISCONSIN WAREHOUSE:

Phone: (262) 968-4178

CONTRACT

This contract entered into this 15th day of March, 2022, by and between WOLVERINE FIREWORKS DISPLAY, INC., hereinafter referred to as "**WOLVERINE**" A Michigan Company, duly licensed by the BATFE, and Village of Germantown, hereinafter referred to as "Sponsor".

1. Wolverine agrees to furnish Sponsor, in accordance with the terms and conditions set forth herein, One (1) fireworks display as per this signed and accepted contract. This will include trained and qualified Pyrotechnicians to deliver, setup, execute and take down the pyrotechnic display.
2. Wolverine agrees to provide insurance coverage of Ten Million Dollars, Bodily Injury and Property Damage and the statutory limits for Worker's Compensation Insurance. The Sponsor will be named as additional insured on the certificate. This insurance covers the operations of Wolverine only and does not extend to any other aspect of the event.
3. The date of this display is: July 4th, 2022 at: _____ pm. In the event of inclement weather, the display will be rescheduled for the **next night July 5th, 2022** at no additional cost to the Sponsor (dates around the 4th of July are excluded unless approved by Wolverine). In the event the display is rescheduled to a date not the next night, there will be an additional 15% cost added to the contract amount to cover additional expenses involved. In the event the Sponsor does not choose to reschedule another date or cannot agree to a mutually convenient date, the Sponsor shall pay the Contractor an amount equal to 40% to cover Wolverine's cost, damages, and expenses.
4. The cost of the display is: **\$18,850.00 (exempt)** plus tax (unless exempt). A deposit in the amount of: **\$9425.00** shall be made upon signing of contract, no later than 90 days prior to display date. If the display is cancelled by sponsor after deposit is paid but prior to 30 days before the display, Sponsor will forfeit 25% of deposit. If display is cancelled by Sponsor 30 days prior to display or after, Sponsor will forfeit 100% of deposit.
5. The balance due shall be paid to Wolverine within 10 days following the display.
6. A 2.5% Hazardous Material Handling fee of **\$471.25** will be added to the invoice (based on the display cost) along with any permit fees paid by Wolverine. There will be a 1.5% late charge added to the invoice on any outstanding amount not paid in full by the agreed upon date.
7. Sponsor, at Sponsor's expense, agrees to provide Wolverine with a suitable display site that meets the guidelines as set forth in NFPA 1123 and meeting the approval of Wolverine. All permits necessary for the display shall be the responsibility of the Sponsor. All necessary police, fire, and other appropriate protection necessary for proper crowd control, automobile parking, and display site security will be the responsibility of the Sponsor and in accordance with the provisions of NFPA 1123.
8. After the display, Wolverine will conduct a post display search of the area/fallout zone for any unexploded fireworks. Sponsor explicitly acknowledges that an early morning first light search of the Display Site as defined in NFPA 1123 is of utmost importance and the search will be conducted by the Sponsor. If any unexploded shells or devices are found, Wolverine will be contacted immediately to

properly disposed of said material. Wolverine will be responsible for the removal of all equipment provided by Wolverine. Sponsor will be responsible for any remaining cleanup that may be required after the display.

9. Sponsor agrees to defend and hold Wolverine harmless from and against all claims and any penalties, damages, and costs made against and/or incurred by Wolverine in the event (1) the display does not commence on the date and time contemplated by this contract or is otherwise disrupted because of equipment or product malfunction or failure, and/or (2) Sponsor's breach of its obligations under the contract.
10. The laws of the State of Wisconsin shall govern this contract. Nothing in this contract shall be construed as forming a partnership between the Sponsor and Wolverine. Neither party shall be held responsible for any agreements nor obligations not expressly provided for herein and shall be severally responsible for their own separate debts and obligations.
11. If Wolverine, in its sole determination, is unable to supply the size and type of fireworks proposed due to supply chain issues, Wolverine will substitute with fireworks of equal monetary value, in its sole discretion, if possible. If no such supply is available, Wolverine will refund Sponsor any deposit paid, and this agreement will be cancelled without penalty to Wolverine or Sponsor.
12. This contract constitutes the entire agreement between the parties and shall be binding on the parties, their heirs, executors, administrators, successors, and assigns.
13. Any Additional Provisions:

WOLVERINE FIREWORKS DISPLAY, INC.

VILLAGE OF GERMANTOWN

By: *Gina Bartolotta*

By: _____

Date Signed: 03 / 16 / 2022

Date signed / /

Address: 205 W. Seidlers Road
Kawkawlin, MI 48631
Gina@wolvdisplay.com

Address: PO Box 337
Germantown WI 53022

Phone: 262-853-8214

Email: Dennis Myers
mycrsd@wi.rr.com

PERMIT TO POSSESS AND DISPLAY FIREWORKS

WASHINGTON County WI State

JULY 4 OR 5 2022 2022

TO WHOM IT MAY CONCERN- GREETINGS:

Application having been made in accordance with the laws of the State of _____,

This permit is issued to WOLVERINE FIREWORKS DISPLAY, INC.

Giving them the right to exhibit display fireworks on the 4 day of JULY, 2022,

At DUSK o'clock P.M. at VILLAGE OF GERMANTOWN in said County,

In connection with JULY 4 celebration.

Rain Date (In the event of inclement weather): JULY 5, 2022

WOLVERINE FIREWORKS DISPLAY, INC.
205 WEST SEIDLERS RD.
KAWKAWLIN, MI 48631
WISCONSIN DIVISION:
262-968-4178
gina@wolvdisplay.com

SHERIFF OR CHIEF OF FIRE DEPARTMENT

Shirley A. Smith

GERMANTOWN TOURISM COMMISSION

REQUEST FOR FUNDING CALENDAR YEAR 2022

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

1. Event Name July 4th Community Celebration

Group Name _____

Address N112 W17001 mequon Rd.

Telephone Number & Email 920-203-5402

2. Responsible persons name Jan Miller, Dennis Myers, Phil Hudson

Telephone (if different from above) _____

3. Amount requested \$50,000.00

4. Date by which funding is desired: 03/31/2022

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)

This is our July 4th Community celebration.
There are a parade, community celebration
and fireworks planned.

Goals of your event/project:

To celebrate July 4th and to bring our
community together.

Cost details:

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

GERMANTOWN TOURISM COMMISSION

REQUEST FOR FUNDING CALENDAR YEAR 2022

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 **N112 W16240 Mequon Rd., Germantown, WI 53022**

Telephone Number & Email **(414) 403-8427** maifestgermantown@gmail.com or mstone0965@gmail.com

2. Responsible persons name **Charlie Hargan and Marcy Stone**

Telephone (if different from above) **(262) 894-0168 and (414) 403-8427**

3. Amount requested **\$ 31,693.00**

4. Date by which funding is desired: **if possible by May 19, 2022**

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)

We're excited to have this traditional German celebration of spring return to Germantown in 2022! Our 2022 celebration will be held at Germantown Marketplace II, N112 W16560 Mequon Rd. (corner of Mequon Rd. & Squire Dr.) on May 20, 21 & 22. This community celebration of our German heritage starts at 5 p.m. Friday night with German music and delicious food, including a fish fry. Bella Cain, the hottest "Top 40 Country Group" will be taking the stage at 8 p.m. to heat up the night. Saturday the celebration continues 11 a.m. to midnight with food, dancing, featuring the DANK dancers, a Sheepshead tournament, music by Ed Wagner's Lustige Blaskapelle, Alpine Blast and the Freistadt Alte Kameraden Band. The celebration will continue Sunday from Noon to 8 p.m. with dancing by the Pommersche Tanzdeel Freistadt dancers, the S.V.E.V. D'Oberlandler Dancers a Sheepshead tournament and music by Edelweiss and the Kenny Brandt Band. The weekend will be full of fun and Gemütlichkeit for people of all ages. Maifest is sponsored by the Deutschstadt Heritage Foundation, a 501(c)3 non-profit foundation.

Goals of your event/project:

The goal of Mai Fest is to provide a celebration that attracts Germantown residents **and** visitors from the surrounding area, other parts of Wisconsin and Illinois to raise money to support the mission of the DHF and reinvest these proceeds back into the Germantown community. The mission of DHF is to support and improve the economic base of Germantown by creating a unique marketing niche to draw tourists and increase local purchasing loyalty. We also strive to benefit the Germantown community by offering local charitable organizations and businesses an opportunity to promote their organization as part of our Mai Fest celebration.

Cost details:

Our fixed costs have significantly increased in 2022 due to inflation. Our overhead expenses for this three-day event are well over \$45,000. These expenses include, but are not limited to: entertainment, tents, generators, lights, electrical, tables & chairs, marketing and advertising, insurance, portable toilets and sinks etc.

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

Due to Covid 19, Mai Fest was canceled in 2020 and was changed to a drive-thru "Mai Fest In A Box" event in 2021 in order to raise some funds so DHF could continue supporting other local charitable organizations and to keep the Mai Fest Germantown event in people's minds. We did not request any Germantown Tourism funds for our drive-thru event in 2021 as we did not feel it fit the Commission Request Guidelines.

**2022 Mai Fest Germantown Celebration
Tourism Funding Request
Breakdown of Costs**

- Digital Billboards – Clear Channel Marketing **\$ 3,595.00**
- Develop and run Facebook paid ads throughout southeastern Wisconsin & northern Illinois **\$ 650.00**
- Radio spots on WTKM, reaching Washington, Dodge, Waukesha & Jefferson Counties **\$ 275.00**
- Radio spots on other radio stations, such as 92.5 FM BUZZ Country, 106.1 FM **\$ 2,250.00**
- 500 – 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 **\$ 260.00**
- 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 **\$ 1,245.00**
- One full page ad in Polka Notes magazine distributed throughout Wisconsin and Illinois. April-May edition **\$ 40.00**
- Digital newspaper ads on Milwaukee Journal Sentinel website **\$ 2,500.00**
- Two ads in "Our Wisconsin Magazine" distributed throughout the country. Feb/March issue and April/May issue **\$ 1,384.00**
- Advertisement in the DANK German-American Journal printed publication and e-newsletter **\$ 80.00**
- Mai Fest tent, tables, chairs rental and set-up costs **\$ 10,000.00**
- Cost of all bands for the weekend
\$ 14,860.00 We received a very generous \$7,500 donation to sponsor one of the bands; therefore, our out-of-pocket costs for the bands are: **\$ 7,360.00**
- Cost of the three (3) dance groups for the weekend **\$ 1,600.00**
- Two (2) 2 x 8 BW ads in the Discover Hometown newspapers advertising Mai Fest the two weeks prior to the event. **\$ 454.00**

TOTAL AMOUNT REQUESTED: \$ 31,693.00