

GERMANTOWN TOURISM COMMISSION MEETING MINUTES FOR MONDAY, April 4, 2022

I. CALL TO ORDER

- a. The meeting was called to order at 5:31pm by Chairperson Rick Miller.

II. ROLL CALL

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

III. CITIZEN INPUT/PUBLIC APPEARANCE

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

IV. APPROVAL OF MINUTES

- a. Kreklow moved to approve the Minutes of the December 6, 2021 meeting; seconded by Grgich; Vote: 3 Ayes, 0 Nays; Motion Carried.

V. OLD BUSINESS

- a. None

VI. NEW BUSINESS

- a. Financial Update
 - i. Reminder there were no funds added to the tourism account for 2020 or 2021. Room tax collected in those years did not reach balances allowing for any portion going to tourism.
 - ii. However, the Village Board voted to add \$85,000 in ARPA funds to the Tourism balance to make up for no increases in 2020 and 2021.
 - iii. These funds from ARPA will be generously allocated to those events that were not able to occur during the pandemic, helping those organizations to recoup and rebuild this year.
 - iv. It was suggested, when finances stabilize, this committee meet to discuss allocating a percentage of funds to capital investment and the balance to events.
- b. Request for Funds for the Fourth of July presented by Dennis Myers for \$19,321.25.
 - The organizing and running of the 4th of July event has been transferred from the Kiwanis Club to the Village.
 - The Village group is working with the Village Attorney to form a 501c3 to make contributing toward the event more attractive by making donations tax deductible.
 - This request is for use as start-up funding for the new 501c3.
 - The cost of fireworks has increased 30%. There is also concern about supply and availability.
 - There is \$8500 in the Village budget for fireworks. Can the Village just write the check and sign the contract?
 - Any contract \$9500 and more needs to go before the committee for signature (not sure if this is Village Finance Committee?)
 - Since \$8500 is already budgeted by the Village, this request can be reduced by that amount.

Kreklow moved to approve \$10,821.25 to be transferred to the Germantown Park and Rec for 4th of July fireworks. Miller seconded. Vote: 3 Ayes; 0 Nays

- c. Request for Funds for July 4th Community Celebration presented by Jan Miller for \$50,000.
 - i. The request for \$50,000 included the cost for fireworks. If fireworks is taken out of this request, the amount would be \$30,679.
 - ii. Funds will be used for promotions, signs, marketing, entertainment, vendors, bouncy houses, etc...
 - iii. There will be revenue generated from sponsorships. Want to have working capital for future years for the 501c3.
 - iv. 501c3 creating a corporate entity filed with the state. The 501c3 status comes through the IRS.
 - v. The committee will need to present receipts for payment. What are the initial needs for funds? Need an itemization of costs.

- vi. Discussed authorizing an amount for seed money to the entity formed by the Village Board until the 501c3 is formed.

Rick Miller moved to approve a \$10,000 transfer to the 4th of July committee formed by the Village Board; Kreklow seconded. Vote: 3 Ayes; 0 Nays

- d. Request for Funds for Mai Fest by the Deutschstadt Heritage Foundation presented by Marcy Stone and Charlie Hargan in the amount of \$31,693.00.
 - i. Determining what is sustainable for this event. How much support is needed.
 - ii. Mai Fest struggles with location. The park is good for putting on the event, but doesn't receive any foot traffic or drive-by traffic.
 - iii. It is also weather dependent.
 - iv. For 2022 the event is moving back to Mequon Road and Squire Drive; better visibility.
 - v. This location is the best bet to make it sustainable.
 - vi. From this event, DHF is looking forward to giving funds back to Village events.
 - vii. Revenue is also being generated through sponsorships.
 - viii. Added expenses above marketing costs include tent, bands, entertainment, lights, generator, etc...
 - ix. The pandemic did cause DHF to incur a loss.
 - x. With the receipt of \$85,000 in ARPA funds, the tourism commission is glad to award higher fund requests in 2022 to help organizations recover from the pandemic.

Kreklow moved to approve the request of \$31, 693 from Deutschstadt Heritage Foundation for Mai Fest; seconded by Grgich. Vote: 3 Ayes; 0 Nays.

- e. No hotel representative has yet been identified to be on this commission.

VII. ADJOURNMENT

- a. Meeting adjourned at 6:30pm

Respectfully submitted by, Lynn Grgich, Secretary