

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

MEETING:	GERMANTOWN TOURISM COMMISSION
DATE AND TIME:	<u>MONDAY, AUGUST 29, 2022, 5:00 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:** **July 11, 2022 Meeting.**
- V. **OLD BUSINESS:**
 - A. None.
- VI. **NEW BUSINESS:**
 - A. Financial Update.
 - B. Request for Funds – Germantown Historical Society - Oktoberfest.
 - C. Request for Funds – Germantown Historical Society – Restoration of Christ Church Stained Glass Windows.
 - D. Request for Funds – Chamber of Commerce – Christmas Festival.
- 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.

GERMANTOWN TOURISM COMMISSION MEETING MINUTES FOR MONDAY, July 11, 2022

- I. CALL TO ORDER
 - a. The meeting was called to order at 5:08pm by Chairperson Rick Miller.
- II. ROLL CALL
 - a. Present: Kreklow, Miller, Wolter, Grgich
- III. CITIZEN INPUT/PUBLIC APPEARANCE
 - a. No one present and nothing was received at Village Hall.
- IV. APPROVAL OF MINUTES
 - a. The agenda listed approval of the April 4, 2022, minutes, which were approved at the June 6, 2022 meeting.
 - b. The minutes actually included in the packet were from the June 6, 2022, meeting.
 - c. My notes indicate we stated in the motion approval of the April 4, 2022, minutes rather than the June 6, 2022 minutes.

Wolter moved to accept the minutes of the April 4, 2022, meeting as presented; Kreklow seconded. Vote: 4 aye; 0 nays.

- d. We should probably resubmit the minutes of the June 6, 2022, meeting along with these minutes for approval at the next Tourism meeting.
- V. OLD BUSINESS
 - a. None
- VI. NEW BUSINESS
 - a. Financial Update
 - i. Steve Kreklow provided an updated financial report for the Room Tax.
 - ii. Revenue for 2022 has not yet been added.
 - iii. The amount paid out for 2022 so far covers Mai Fest and the 4th of July event.

Grgich moved to approve the Financial Report for the Room tax as presented; Wolter seconded. Vote: 4 ayes; 0 nays.

- b. Request for Funds A Taste of Germantown by the Kiwanis Club in the amount of \$4,470, presented by Joletta Kerpan.
 - i. All funds the Kiwanis Club raises are donated back to the community supporting kid focused activities.
 - ii. There aren't a lot of expenses incurred to run this event; total under \$5,000
 - iii. This amount covers port-a-johns, tower lights, music cost (sound guy) marketing including banners, posters, yard signs, ads.
 - iv. At this time, 15 food trucks are registered; expecting 10-12 to actually participate day of the event.
 - v. In case of bad weather, this is a rain or shine event, however, in the case of rain, the Park & Rec carnival and music acts would not happen. There would still be food vendors and the beer garden.
 - vi. The wording Sponsored in part by Village of Germantown Tourism Commission will be added to promotions going forward upon approval.

Wolter moved to approve \$4,470 for the Kiwanis Club to help finance A Taste of Germantown being held on July 28, 2022; seconded by Kreklow. 4 ayes; 0 nays.

- VII. ADJOURNMENT
 - a. Meeting adjourned at 5:18pm

Respectfully submitted by, Lynn Grgich, Secretary

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 Germantown Historical Society Oktoberfest
Group Name Germantown Historical Society Inc.
Address P.O. Box 31 Germantown, WI 53022
Telephone Number & Email 262 853 1953 ghsjdix@gmail.com
2. Responsible persons name Jim Dix, President
Telephone (if different from above) —

3. Amount requested any amount would be appreciated. I will submit invoices when they are generated and paid.
4. Date by which funding is desired: Sept 25, 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)

The Germantown Historical Society presents the annual Oktoberfest at Dheinsville Historic Park the last Saturday and Sunday of September. The event brings in 5,000-7,000 people for our two-day event. We host not only Germantown residents, but also people from all around Wisconsin and northern Illinois, for the Dachshund races, also the authentic food and music and beer. We have three history museums open for tours on the two days for the public to enjoy. Many of our visitors are families who enjoy the family fun, including the "Kid's Corner" with crafts and games. There are young children performing German dancing as well as older adults showing off their German heritage for the crowd.

Goals of your event/project:

The goal of the Germantown Historical Society is to preserve the legacy of the citizens of Germantown Township since the 1830's. With this event we try to incorporate some of the German heritage in the music, dancing, and food. We like to show the attendees the museums and explain how this community began and grew into what is now known as the Village of Germantown.

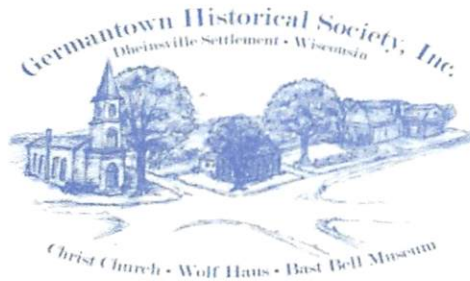
Cost details:

The cost of our event last year was approximately \$40,000. Thankfully, we received \$8000 from our sponsors and \$2500 from the Tourism Commission. With all our suppliers and vendors increasing our costs, we expect our expenses to increase 15-20%. We would appreciate any funding you could give us. I do not have any invoices currently, but are working with estimates from bands, food and beer suppliers and rental companies. I will supply invoices to the Commission as soon as I can put them together.

2nd or 3rd year applicants – please describe the results of the previous year's event/project:

Our event was very successful last year, as the weather was in the 70's both days and brought out a big crowd. This is the Germantown Historical Society's only fund raiser to cover our many costs to upgrade our museums and the \$5000 payment we need to make to the Village for the balance due on the Muehl Festhalle. Currently we are trying to restore the stain glass windows in Christ Church adjacent to Dheinsville Historic Park. The cost of this restoration of the Church, which is on the National Register of Historic Places, is estimated to cost \$33,000. Any funding of our Oktoberfest event would be greatly appreciated.

TOURISM COMMISSION REQUEST



July 17, 2022

Germantown Tourism Commission
o/c Deanna Braunschweig, Clerk-Treasurer
P. O. Box 337
Germantown, WI 53022

Members of the Tourism Commission:

Enclosed you will find our Request for Funding for the 2022 Oktoberfest. At the current time I do not have any final invoices, only quotes and contracts for services.

Please let us know when your Tourism Commission meets and we will be happy to attend the meeting and answer any questions you may have about our event and/or related expenses. Please email us at ghsjdix@gmail.com

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Jim Dix". The signature is fluid and cursive, with the first and last names clearly legible.

Jim Dix, President
262 853 1953 or
Susan Dix, Treasurer
Germantown Historical Society
262 853 2029

P. O. Box 31, Germantown, WI 53022

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 Restoration of Christ Church stained glass windows
Group Name Germantown Historical Society Inc.
Address P.O. Box 31 Germantown, WI 53022
Telephone Number & Email 262 853 1953 ghsjdix@gmail.com
2. Responsible persons name Jim Dix, President
Telephone (if different from above) —
3. Amount requested any amount would be appreciated
4. Date by which funding is desired: work should begin in August - to be completed this summer.

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)

The Germantown Historical Society's project is the restoration of the stained-glass windows of Christ Church, located adjacent to Dheinsville Historic Park. The window restoration has two parts. The eight side windows are showing signs of rust, which needs to be repaired and restored; thereafter the wood surfaces need to be scrapped, sanded, primed, glazed, caulked and finish painted. The second part of the project involves the two front stained-glass windows. This work involves the removal of the stained-glass windows, fabricating new sashes for the windows and installing the stained-glass windows back a few inches. Finally installing the protective glass in front; caulking, glazing, priming, and finish painting.

Goals of your event/project:

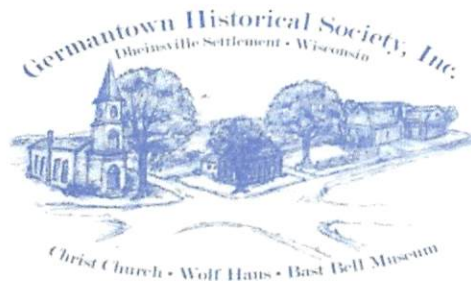
The goal of this work is to preserve the 1862 Christ Church, which is on the National Register of Historic Places. The Dheinsville immigrants arrived in this area in 1842 and started with a log cabin church. The present church structure was built in 1862. In 1914 the Ladies Aid raised money for the stained-glass windows and new electric interior lights. We want to preserve and protect this Germantown historic building for future generations. Christ Church currently houses artifacts from the early church and early local history from the Germantown area.

Cost details:

The restoration estimates total \$33,000. We have received a grant of \$3155 from the Grollman Fund and a very generous donation of \$11,000. We will need to raise the balance of \$18,500 to cover the cost of the restoration. We would greatly appreciate it if the Germantown Tourism Commission could consider a donation to help us cover some of the outstanding costs. (We have the work estimates available if you would like to review the project expenses.

We feel this is a worthy project that the community of Germantown could be proud to invest in. The mission of the historical society is preserving the legacy of the citizens of Germantown Township since the 1830's and communicating the life stories in the context of the Dheinsville crossroad community. We want to educate the visitors of today and the future. Preservation of Christ Church as the center of this community is very important.

2nd or 3rd year applicants – please describe the results of the previous year's event/project: N/A



July 17, 2022

Germantown Tourism Commission
o/c Deanna Braunschweig, Clerk-Treasurer
P. O. Box 337
Germantown, WI 53022

Members of the Tourism Commission:

Enclosed you will find our Request for Funding for our project at Christ Church located at the Dheinsville crossroads. At the current time we are awaiting the work to begin on the stained-glass project at the church. The contractor overseeing the project is Essmann's Cabinetry & Millwork, Inc. located in Germantown. He is working with the highly regarded Conrad Schmitt Studios for the art glass removal and reinstallation and the painter will be Tim McGuire.

Please let us know if your committee is interested in helping us fund this project. We will be happy to attend your Tourism Commission meeting and answer any questions you may have about our project and/or related expenses. Please email us at ghsjdix@gmail.com

Thank you for your consideration.

Sincerely,

Jim Dix, President
262 853 1953 or
Susan Dix, Treasurer
Germantown Historical Society
262 853 2029

**GERMANTOWN TOURISM COMMISSION
REQUEST FOR FUNDING
CALENDAR YEAR: 2022**

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 Area Chamber of Commerce
Mailing Address: P.O. Box 12, Germantown, WI 53022
 2. Responsible person's name: Lynn Grigich Phone No: 262-255-1812 office
 3. Amount requested: \$3,000 E-mail Address: executive.director@germantownchamber.org
 4. Date by which funding is desired: 11-15-22

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 Christmas Festival including 1. 5K Candy Cane Run/Walk
2. Christmas Parade 3. Christmas in the Park

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

The 5K race draws runners actively seeking opportunities to run especially
this time of year. Adding the timing as a professional service has
elevated our the appeal of our event with sport teams as well.
The full day of family friendly activities does help lengthen visitor stays.

Itemized Cost Details for marketing and advertising this event:

see attached

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

see attached

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

8/4/22

Silver Circle Sports Events, LLC

Timing cost: \$2,000

Professional Announcer at line-up/finish: \$300-\$500 includes sound system, their own music, are experienced runners so know events & how to work crowd.

- Can award medals-age group medals; done at 45 minutes after start of race. All about creating a memory moment for those who aren't professional runners.

Several options for creating a more impressive finish line:

1. Crank up over finish line; included in \$2,000, had last year, can do custom banner across finish line
2. Choke up
3. Barricades; banners w/candy cane banner lining path to finish line. Cost \$15/barricade + banners
4. 22' tall flags lining lane to finish line. Put candy canes on flags; reusable. Est. \$30/each. Shipped from China. **He will get a cost for us.**
 - a. Sean has poles and bases he would allow us to use at no cost.
5. Example of Yellow Brick Road Event in Oconomowoc. Finish line set-up \$4,500.
6. Mid level set up: \$500 9'L x 3'W tall lining lane to finish line.

Heated trailer still available for day of event packet pick-up.

Suggested advertising somewhere the cut-off time for the event; per permit application. **10:00-11:30am**

Also suggested having volunteer picking up signs along route also be the follow-up person to make sure everyone is off course.

Photos at finish line; don't need a professional photographer. Anyone continuously snapping photos as runners cross. Sean can ID runners via bib numbers. All results & photos posted in about 2-3 hours after race. All FREE. **Need to figure out where photos go when taken;** upload to Run SignUp?

KIDS RUN free to us!

- Schedule 15 minutes prior to regular 5k; can do again if time allows.
- Suggested ages 10 and under.
- FREE to kids; no t-shirt; do need to register for waiver; do receive a bib with no chip
- Use old medals with sticker over old information
- Handout a candy cane at finish
- Sets out a cone 1/2K out anywhere; ad libs fun things to do ie; run around cone 5x.

We can rent hot chocolate equipment from Silver Circle Sports for run or even for Christmas in the Park. Sean would bring equipment morning of race, I would have to return it to them afterwards. 5 gallon coffee pots, 5 gallon carafes (we have 2), secret is blending with a blender (something they would provide?) Can have toppings: peppermint, marshmallows, etc.... **He is getting a price on cost of rental.**

Full finish line set-up; \$4500 banners across top, sides, on barricades lining finish lane:



Ours from 2021:



Total income	9075	11545	\$11,050	12,493	14,190	13,275	12,600
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EXPENSES; parade & tree lighting	2021	2021 Notes	2019	2018	2017	2016	2015	2014
Entries								
GHS band, bus transportation				did not perform	\$350	\$500	\$500	350
River City Christmas Brass Band	375		\$350	\$350.00	\$325	\$325	300	300
Gtown American Legion							\$50	50
Newbie the Clown + another	100		\$75	\$75.00	\$150	\$75		75
Character costumes	0	no volunteers	\$317	\$158	\$317	\$317	316.8	316.8
Milwaukee Brewers Sausages & Bernie			\$375	\$350	\$100	\$350	\$350	350
Wis Lutheran College Power Surge Dance Team					\$200	\$200	\$200	200
Christmas Calliope Wagon			\$550	\$525				85
Billy Bear Circus Band Wagon	100	PJKazoo clown		\$250		\$250	250	250
Wisconsin Diamond Dancers	325		\$350	not in area		\$200	175	150
TJ Howell; rocket cycle & Mador						\$800		
Total entry fees	900		\$2,017	\$1,708	\$1,442	\$3,017	\$2,142	2126.8
Other Parade Expenses								
parade permit & Deuts sign	35		35	35	35	15	15	15
Jr. Marshal gift cards(paid for by BMO)						40	75	
printing entry form, cover letter, envelope			110.63	41.74	58.64	152	195	93.52
grocery bag fliers				30	159.88	32	34	40
fliers for daycares & elementary schools	156	1,950 fliers	140.45	102	145.05	137	133	160
early ads; coloring page	130	Oktoberfest pg	224		\$386	\$475	\$454	200
Wash Cty & Oz Cty ads			275.76	271.54	271.54	156.69		248
Fox Valley ad \$70	120		140	140	\$70	530	530	754
thank you ad following parade	720		736	779	779	704	704	704
Tabloid Ads	2285	less Tannen sp	2487.5	3138	\$2,938.00	\$3,663.00	3265	3129.5
Santa trophy engraving	8.44			110	384	75 ?		388.5
Entercom radio ads (inkind \$295 value)			305		701.5	337	300	240
Port A John at line-up	110.78			44.5	44.5	44.5	47	89
signs: banners & car sign	98.6		1014.82	948.44	\$670	510.73	424.86	378.93
signs:			332.64	296.44	30	99	67.58	100
supplies:				300.96		272.18		
Total other expenses Parade	3663.82		5801.8	6237.62	6673.07	7243.1	6244.44	6540.45
Tree Lighting Expenses								
Kettle Moraine Carriages, carriage rides	700	deposit; \$350	1260	1148	1148	846	846	940
cookies, candy canes	234.54		439.59	127.92	127.92	129.18	128	131.35
supplies: cider, cups, napkins		included w/cookies			31.59	100.26	120	128.73
Candy Land Adventure prize	240.52		126.68	269.16		50		
Signs at park: Candy Land, Carriage, stakes	472.76		300					
Santa Corner Project (MOMs Club)**				\$146				
signs: carriage rides & Welcome		incl above	364.32	120	120	126.72		
Total Tree Lighting Expenses	1647.82		2490.59	1810.69	1427.51	1252.16	1094	1200.05
Total Expenses Parade + Tree Lighting	6210.86		10309.39	9756.71	9542.58	11512.26	9480.44	9867.3
Net Income/Loss Parade + Tree Lighting	2864.14		1235.61	1,293.29	\$2,950.42	2677.74	3794.56	2732.7

Income Expenses Report									
5k RUN/WALK INCOME/EXPENSE									
INCOME									
Sponsorship: WaterStone Bank	1500	*ad \$400							
Sponsorship: Frydach Insurance Agency, Inc.	1500	*ad \$400							
Start Up cash									
Registrations Chamber	915								
Registrations online	4449.19								
JWSpeaker registratins	included in 915								
Purchase of extra t-shirts	38								
Refunds									
Tourism Funding									
Total Income	8402.19								
EXPENSES									
Silver Circle Sports Events	\$1,500	\$250 deposit							
Port-A-John	110.78	est							
signs: 2- Awards at 11:30; route directionals									
supplies; safety pins, case of candy canes	40.74								
Sponsor banner									
9000 tri-fold registration forms:print+insertion									
200 more tri-fold registration forms									
Ad in tabloid	800								
Park & Rec fee for cc processing									
Permit	15								
Start-Up cash									
t-shirts	3743.93								
2014 cost difference between white & red shirts									
t-shirts;									
Awards Chart									
medals	244.99								
postage for medals not picked up	150.5	est.							
refunds (no shirts)/overpayment									
Total Expenses	\$6,606								
NET REVENUE/(LOSS)	\$1,796.19								
Number of registrations:	299								