

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

MEETING:	GERMANTOWN TOURISM COMMISSION
DATE AND TIME:	<u>MONDAY, DECEMBER 5, 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:** **August 29, 2022 and June 6, 2022 Meetings.**
- V. **OLD BUSINESS:**
 - A. None.
- VI. **NEW BUSINESS:**
 - A. Financial Update.
 - B. Request for Funds – Visit Washington County.
 - C. Request for Funds – Kiwanis, Breakfast with Santa.
- 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, August 29, 2022

I. CALL TO ORDER

- a. The meeting was called to order at 5:05pm by Chairperson Rick Miller.

II. ROLL CALL

- a. Present: Kreklow, Miller, Grgich
- b. President Wolter came at the start of the second Germantown Historical Society request.

III. CITIZEN INPUT/PUBLIC APPEARANCE

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

IV. APPROVAL OF MINUTES

- a. I forgot about still needing to approve the minutes of the June 6, 2022, meeting. They will be included in the next meeting packet for approval.

Grgich moved to accept the minutes of the July 11, 2022, meeting as presented; Kreklow seconded. Vote: 3 aye; 0 nays.

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, but looks to be on track to match years 2009 through 2014, of approximately \$30,000
 - 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; Miller seconded. Vote: 3 ayes; 0 nays.

- b. Request for Funds from the Germantown Historical Society Oktoberfest by the Germantown Historical Society, Inc. in an amount to be determined appropriate presented by Sue Dix.
- i. Oktoberfest brings in 5,000 – 7,000 people for the two-day event from all over Wisconsin and northern Illinois.
 - ii. The goal of the Germantown Historical Society is to preserve the legacy of the citizens of Germantown Township. Volunteers like to show visitors the museums and explain how this community began and grew into what is now known as the Village of Germantown.
 - iii. Revenue generated by Oktoberfest is used for operations of the Germantown Historical Society at the Dheinsville Settlement including upgrades to the museums and payment to the Village for the balance due on the Muehl Festhalle.
 - iv. In 2021, event costs were approximately \$40,000. We anticipate suppliers and vendors increasing our expenses by 15-20%.
 - v. An income and expense report for 2021 was presented. Reviewing the expenses, it looks like rentals + banners, printing, signs + radio station ads total approximately \$6,000
 - vi. The wording Sponsored in part by Village of Germantown Tourism Commission will be added to promotions going forward upon approval.

Kreklow moved to approve up to \$6,000 for rentals, advertising, and signage of Oktoberfest 2022 by the Germantown Historical Society; seconded by Grgich. 3 ayes; 0 nays.

Dean Wolter joined the meeting at this time.

- c. Request for Funds for the Restoration of Christ Church Stained-Glass Windows by the Germantown Historical Society, Inc. in any amount deemed appropriate presented by Sue Dix.

- i. This project is the restoration of the stained-glass windows of Christ Church. There are two parts: the eight side windows and the two front stained-glass windows.
- ii. The goal of this work is to preserve the 1862 Christ Church, which is on the National Register of Historic Places. In 1914 the Ladies Aid raised money for the stained glass windows and new electric interior lights.
- iii. This preservation project of the Christ Church as the center of this community is important as it preserves the legacy of the citizens of Germantown Township since the 1830's in communicating the life stories in the context of the Dheinsville crossroad community.
- iv. Of the total cost estimate of \$33,000, they have received a grant of \$3,155 and a donation of \$11,000 leaving a balance of \$18,500 still to be covered. Sue shared the cost breakdown.
- v. The Christ Church building is owned by the Germantown Historical Society; all the other buildings at the Dheinsville Settlement are owed by the Village.
- vi. Not sure if this request is appropriate use of funds. Gray area as to whether this qualifies as maintenance or preservation. As a historical building it seems more so preservation. This building is the cornerstone of the settlement.
- vii. This project will proceed using revenue from a hopefully successful Oktoberfest keeping in mind the \$5,000 payment to the Village for the Muehl Festehalle also needs to be made.
- viii. Steve Kreklow suggested the Village Board could be asked to forego the next year's \$5,000 payment to be used toward the window restoration. Since this payment is part of a contract agreement, it would have to be approved by the Village Board.

Wolter approved an amount of \$13,500 plus a waiver of next year's \$5,000 payment, if approved by the Village Board, to cover the remaining balance of the window restoration cost; Grgich seconded. 4 ayes, 0 nays

- d. Request for funds for the Germantown Christmas Festival by the Germantown Chamber of Commerce in the amount of \$3,000 presented by Lynn Grgich.
 - i. The Christmas Festival is made up of three events: 5k Candy Cane Run/Walk, the Christmas Parade and Christmas in the Park.
 - ii. The 5k Run is advertised on "runner race sites" such as Badgerland Striders and Running in the USA which does bring in racers from Oshkosh, Madison and all over Wisconsin. There aren't as many opportunities at this time of year for these types of events. We also advertise the event in a Fox Valley Family Sports publication.
 - iii. The parade is difficult to determine where spectators are coming from.
 - iv. The activities after the parade such as the Candy Land Adventure, included a drawing for a raffle prize which asked for participant demographic information. Here too participants, seeing the event posted on Facebook, attended from out of the area.
 - v. Reviewing the income and expense history, sponsorships have been declining. We haven't quite reached levels that existed pre-COVID and are concerned inflation worries will hold back sponsors this year.
 - vi. And expenses are increasing. The race timing has increased 25% based on staffing, gas and bib chips for timing.
 - vii. We would also love to develop the 5k race into more of an event with music and a professional announcer to provide an "experience" while waiting for the race to begin by energizing the waiting crowd.
 - viii. We will be adding a Kids Jingle Bell Dash 15 minutes prior to the race start to include the whole family. This event will be facilitated by the announcer.
 - ix. Lastly, the announcer will be able to award medals immediately at the event eliminating the delay in mailing them out.

- x. If the Tourism Commission would approve approximately \$3,000 which would cover the ad cost in the special event tabloid, pre-event ads and thank you ad, this would free up revenue we could use to develop the 5k experience.

Wolter moved to approve \$3,000 to the Germantown Chamber to support the 2022 Christmas Festival event; Kreklow seconded. 3 ayes, 1 abstain, 0 nays.

VII. ADJOURNMENT

- a. Meeting adjourned at 6:07pm

Respectfully submitted by, Lynn Grgich, Secretary

Germantown Tourism Commission Meeting Minutes for Monday June 6, 2022

1. Call to Order: Called to order by Chair Miller at 5:39 pm
2. Roll Call
 - a. Present: Miller, Kreklow, Wolter
 - b. Absent: Grgich
3. Citizen Input/Public Appearance: None
4. Approval of Minutes
 - a. Kreklow Moved to approve the Minutes of the April 4, 2022 meeting. Seconded by Wolter.
Approved 3-0
5. Old Business
 - a. None
6. New Business
 - a. Financial Update
 - i. Room tax collections amount to \$129,762 through the end of May. Likely total revenues will exceed \$225,206. Any additional revenues will be allotted to Tourism Commission
 - ii. 2022 expenses of \$46,784 year to date.
 - iii. Available balance of \$122,514 including ARPA funds transferred.

Motion to accept report by Wolter, seconded by Miller. Approved 3-0
 - b. Request for Funds – Independence Day Committee

Trustee Hudson appeared on behalf of the Independence Day Committee and Celebrate Germantown.

Celebrate Germantown has been incorporated and is awaiting approval of IRS as a 501c3.

Request from Celebrate Germantown, less Fireworks that have already been paid for is for \$26,572. Budget includes funding to pay for Express News invoice.

Motion by Wolter and seconded by Kreklow. Approved 3-0.
 - c. Express News Invoice

Motion to table by Kreklow and seconded by Wolter. Approved 3-0
7. Adjournment @ 5:57 pm

GERMANTOWN TOURISM COMMISSION

REQUEST FOR FUNDING CALENDAR YEAR 2022-2023

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

1. Event Name _____
Group Name VISIT WASHINGTON COUNTY
Address P.O. Box 447, Jackson
Telephone Number & Email 262-677-5069 | info @ VISIT WASHINGTON COUNTY.COM
2. Responsible persons name Elaine Motl
Telephone (if different from above) 262-677-5069
3. Amount requested \$5,000.00
4. Date by which funding is desired: January 2023

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)

Promotion of Germantown, Germantown Hotels, attractions, events, and tourism related businesses to attract both business and leisure travel to Germantown.

Goals of your event/project:

- Producing a VISITORS Guide with 60,000 copies that includes a Village Profile. Germantown listing and promotion on newly upgraded website.
 - Social media marketing on Twitter, Facebook and ~~and details~~ Instagram.
 - Germantown brochures on display at our two VISITORS Centers
 - Events listed in VISITORS Guide & on Website
- 2nd or 3rd year applicants - please describe the results of the previous years event/project:
- Included in print advertising placed outside of Washington County.
 - Would like to make a presentation to the Tourism Commission to show our work and discuss promotional opportunities to create more overnight stays in Germantown.