

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

MEETING:	GERMANTOWN TOURISM COMMISSION
DATE AND TIME:	<u>Wednesday, April 19, 2023, 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:** **August 29, 2022, Meeting.**
- V. **OLD BUSINESS:**
 - A. None.
- VI. **NEW BUSINESS:**
 - A. Financial Update.
 - B. Allocation of 2023 Funds
 - C. Request for Funds – Germantown Chamber Visitor Center, Germantown Area Chamber of Commerce
 - D. Request for Funds – Reimbursement of expenses for Maifest, 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.

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

REQUEST FOR FUNDING CALENDAR YEAR _____

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

1. Event Name Project Name: Germantown Chamber Visitor Center
Group Name Germantown Area Chamber of Commerce
Address W156 N11251 Pilgrim Road, Germantown (current)
Telephone Number & Email 262-255-1812; executivedirector@germantownchamber.org
2. Responsible persons name Lynn Grgich & Joletta Kerpan
Telephone (if different from above) _____
3. Amount requested Exploratory meeting
4. Date by which funding is desired: _____

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 Area Chamber of Commerce has been located in the basement of Chase Bank since its beginning in 1981. As an organization, we are grateful for the bank's generosity in providing office and storage space, meeting space, heat, water and electricity at no charge. However, we feel the physical invisibility of the Germantown Chamber of Commerce equates to the unknown existence of a local chamber and limits our growth. It seems the timing is right to start investigating the possibility of a more visible location for the Germantown Chamber office; to be more visible to businesses and the community, to visitors and those looking to relocate to Germantown. We feel a visible location will help engagements and interactions with the Chamber, our events, community events, and an information center.

Goals of your event/project:

Determine how much, if any, tourism funds could be used toward the expense of a more visible office for the Germantown Chamber. We have a space owned by a local business group who knows the Chamber's situation, and may be willing to make some concession in lease expenses. We also understand there may be other opportunities for Chamber office space a few years in the future with other Village development.

Cost details:

Dr. Heppe space next to Dental Professionals: 1,250 sq ft; Rent/Lease negotiable \$18.38 rent PSF with monthly rent \$1,914.60; tenant pays heat, air conditioning, gas, electric current, phone (average electric \$90/month)

Space currently two exam rooms, waiting area, reception/kitchen, retail/display region, utility room & bathroom. see attached floor plan.

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

The Germantown Chamber has been trying to provide as much support as possible, with limited resources, toward promoting tourism to our businesses in Germantown. We fill visitor and relocation information

requests. The Chamber populates most of the Travel Wisconsin website on behalf of Germantown, the state website, for travel. The Chamber places an ad in the Visit Washington County Guide promoting stays in Germantown.

We also hope to use our space to host businesses and community organizations who need resources for meeting space or to meet clients.

TOURISM COMMISSION REQUEST

GUIDELINES

- 1) Funds shall not be used for fund raising functions. However, they may be used in conjunction with funds raised by such functions for projects or improvements.
- 2) Funds shall be used for seasonal, permanent or long-lived improvements that benefit the Village.
- 3) Applicants must be a Germantown resident, civic organization or business.
- 4) Submit receipts to the Village Clerk within 60 days of approval or the day of the event for reimbursement.

GERMANTOWN TOURISM COMMISSION

REQUEST FOR FUNDING CALENDAR YEAR 2023

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

1. Event Name **Maifest**

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 **\$ 41,232.25**

4. Date by which funding is desired: **if possible by June 30, 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)

Our 2023 celebration will be held at Germantown Marketplace Shopping Center, N112 W16560 Mequon Rd. (corner of Mequon Rd. & Squire Dr.) on May 19, 20 & 21. 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, River City Blaskapelle and Alpine Blast. The celebration will continue **Sunday** from Noon to 8 p.m. with dancing by the Pommersche Tanzdeel Freistadt dancers, 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 Maifest 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 Maifest celebration.

Cost details:

Our fixed costs have significantly increased in 2023 due to inflation. Our overhead expenses for this three-day event are well over \$55,000. 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:

We had a successful Maifest in 2022. We had **\$57,943.97** in expenses in 2023 and a **\$11,769.63** profit, this was **before** the much needed reimbursement check we received from the Tourism Commission. We are very grateful and thankful for this Tourism reimbursement. Due to Covid 19, Maifest was canceled in 2020 and was changed to a drive-thru “Maifest 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 Maifest 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. These factors were just some that contributed to the bank account of DHF getting precariously low and the DHF being concerned we weren’t going to be able to continue with this wonderful community celebration. The small profit we made last year, plus the Tourism reimbursement check has allowed us to have a slightly more comfortable bank balance going into Maifest 2023 and has also allowed us to give money back to some community events and programs in 2022-2023.

**2023 Maifest Germantown Celebration
Tourism Funding Request
Breakdown of Costs**

- Digital Billboards – Clear Channel Marketing **\$4,355.00**
- Develop and run Facebook paid ads throughout southeastern Wisconsin & northern Illinois **\$ 700.00**
- Radio spots on WTKM, reaching Washington, Dodge, Waukesha & Jefferson Counties **\$ 520.00**
- Radio spots on other radio stations, such as WIBD-AM, WVTY-FM, WMBZ-FM **\$ 3,346.50**
- 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 **\$ 275.00**
- 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 prior to Maifest **\$ 1,305.00**
- One full page ad in Polka Notes magazine distributed throughout Wisconsin and Illinois. April-May edition **\$ 40.00**
- 250 schedules and 250 one-page advertising flyers **\$465.00**
- Advertisement in the DANK German-American Journal printed publication and e-newsletter **\$ 80.00**
- Maifest 18x24 Coroplast Yard Signs – 50 pack - **\$429.00**
- Maifest tent, tables, chairs rental and set-up costs: **\$13,281.75**
- Cost of all bands for the weekend totals **\$14,710.00**
- Cost of all dance groups for the weekend **\$ 1,200.00**
- Two (2) 2 x 8 BW ads in the Discover Hometown newspapers advertising Maifest the two weeks prior to the event. **\$ 525.00**

TOTAL AMOUNT REQUESTED: \$ 41,232.25