

**VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022**

MEETING:	REGULAR MEETING OF THE TOURISM COMMISSION
DATE AND TIME:	Wednesday, May 17, 2023 5:00 PM
LOCATION:	Germantown Village Hall Board Room N112 W17001 Mequon Road

AGENDA

- 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, and Lynn Grgich.*
- III. **CITIZEN INPUT:**
- IV. **APPROVAL OF MINUTES:**
 - A. April 19, 2023 Minutes.
 - B. August 29, 2022 Minutes
 - C. June 6, 2022 Minutes
- V. **UNFINISHED BUSINESS**
- VI. **NEW BUSINESS:**
 - A. Financial Update.
 - B. Request from Celebrate Germantown for \$1,425 for 4th of July Fireworks
- 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.

Germantown Tourism Commission Meeting Minutes for Wednesday April 19, 2023

1. Call to Order: Called to order by Trustee Rick Miller at 5:10 pm
2. Roll Call
 - a. Present: Miller, Grgich, Kreklow
 - b. Absent: Wolter
3. Citizen Input/Public Appearance: None
4. Approval of Minutes
 - a. Deferred approval minutes to next meeting.
5. Old Business
 - a. None
6. New Business
 - a. Financial Update
 - i. Room tax collections amount to \$307,473 for 2022. \$82,267 allocated to the Tourism Commission.
 - ii. An additional \$85,000 of ARPA funds were allocated by the Village to the Tourism Commission.
 - iii. 2022 total expenses were \$99,235.
 - iv. Year-end, available balance is \$114,830.

Motion to accept report by Grgich, seconded by Miller. Approved 3-0
 - b. Allocation of 2023 funds.
 - i. Trustee Miller introduced topic and asked Administrator Kreklow for more background.
 - ii. Administrator Kreklow described three possible uses of funds: event support, capital projects, and advertising and outreach.
 - iii. The Commission decided to leave the item on the agenda for further discussion.
 - c. Request for Funds - Germantown Chamber Visitor Center, Germantown Area Chamber of Commerce
 - i. Ms. Grgich presented an “exploratory” request for funds to assist with renting more visible space for the Chamber. Vacant office space at Dental Associates building would be a possibility. The rent would be approximately \$36,000 per year.
 - ii. Discussion indicated support for the Chamber is possible, so Chamber staff will gather additional information and come back to the Commission.
 - d. Request for Funds – Reimbursement of expenses for Maifest, Deutschstadt Heritage Foundation
 - i. Kreklow moved to approve \$12,040 for advertising expenses, second by Grgich. Approved 3-0.
7. Adjournment @ 5:59 pm

Germantown Tourism Commission Meeting Minutes for Monday August 29, 2022

1. Call to Order: Called to order by Chair Miller at 5:05 pm
2. Roll Call
 - a. Present: Miller, Grgich, Kreklow, Wolter joined at 5:34
 - b. Absent: Wolter
3. Citizen Input/Public Appearance: None
4. Approval of Minutes
 - a. Grgich moved to approve the Minutes of the July 11, 2022 meeting. Seconded by Kreklow. Approved 3-0
5. Old Business
 - a. None
6. New Business
 - a. Financial Update
 - i. Room tax collections amount to \$208,567 through Mid-August. Likely total revenues will exceed \$225,206. Any additional revenues will be allotted to Tourism Commission
 - ii. 2022 expenses of \$76,735 year to date.
 - iii. Available balance of \$92,563 including ARPA funds transferred.

Motion to accept report by Grgich , seconded by Miller . Approved 4-0
 - b. Request for Funds – Germantown Historical Society – Oktoberfest (any amount, \$2,500 last year)
 - i. Kreklow moved to provide up to \$6,000 for rentals, advertising and signage; seconded by Grgich. Approved 3-0
 - c. Request for Funds - Germantown Historical Society – Restoration of Christ Church Stained Glass Windows (any amount, total cost is \$33,000 and need to raise another \$18,500)
 - i. Wolter made a motion to allocate \$13,500 in Tourism (ARPA funds) for project and waive next payment of \$5,000 for Festhalle payment providing approved by Village Board. Approved 4-0.
 - d. Request for Funds – Chamber of Commerce – Christmas Festival (\$3,000)
 - i. Wolter moved to provide \$3,000 to support advertising and marketing expenses for Christmas Festival. Approved 3-0 w/ Grgich abstaining.
7. Adjournment @ 6:07 pm

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

BUSINESS OF THE TOURISM COMMISSION

MEETING DATE: May 17, 2023

PLACEMENT: Presentation

ITEM TITLE: Financial Update.

SUBMITTED BY:

SUMMARY EXPLANATION:

ATTACHMENT:

RECOMMENDATION:

ACTION BY Committee:

BUSINESS OF THE TOURISM COMMISSION

MEETING DATE: May 17, 2023

PLACEMENT: Action Item

ITEM TITLE: Request from Celebrate Germantown for \$1,425 for 4th of July
Fireworks

SUBMITTED BY:

SUMMARY EXPLANATION:

ATTACHMENT:

1. Celebrate Germantown Request 230517

RECOMMENDATION:

ACTION BY Committee:

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 FOURTH OF JULY
Group Name CELEBRATE GERMANTOWN
Address 1115 W 20309 WOODLAND DR.
Telephone Number & Email 262-853-8214 MYERSDAWI.AA.COM
2. Responsible persons name DENNIS MYERS
Telephone (if different from above) 262-853-8214
3. Amount requested A.S.A.P. 1425 DOWNPAYMENT ONLY
4. Date by which funding is desired: A.S.A.P.

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)

FOURTH OF JULY FIREWORKS

Goals of your event/project:

RESIDENCES OF GERMANTOWN, FAMILY, FRIENDS
VISITORS, IN STATE, OR OUT OF STATE

Cost details:

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

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

BEST FIREWORKS, EVER