

<b>MEETING:</b>	<b>REGULAR MEETING OF THE TOURISM COMMISSION</b>
<b>DATE &amp; TIME:</b>	<b>Thursday, November 21, 2024 at 5:30 PM</b>
<b>LOCATION:</b>	<b>Germantown Village Hall Conference Room A N112 W17001 Mequon Road</b>

**NOTICE:** Citizens not wishing to attend the meeting personally or virtually may submit any public comments by sending an email to [comments@germantownwi.gov](mailto: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.

### **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:**
- III. **APPROVAL OF MINUTES:**
  - A. October 22, 2024
- IV. **NEW BUSINESS:**
  - A. Request for funding by Visit Washington County
  - B. Request for funding by Kiwanis of Germantown for Breakfast with Santa
- V. **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)250-4745 at least 2 days prior to the meeting.

<b>MEETING:</b>	<b>REGULAR MEETING OF THE TOURISM COMMISSION</b>
<b>DATE AND TIME:</b>	<b>Tuesday, October 22, 2024 5:00 PM</b>
<b>LOCATION:</b>	<b>Germantown Village Hall Conference Room A N112 W17001 Mequon Road</b>

## MINUTES

- 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.*

The Tourism Commission meeting was called to order by Trustee Rick Miller at 5:12 PM.

II. **ROLL CALL:**

**Present:** President Dean Wolter, Trustee Rick Miller, Member Jolletta Kerpan, Administrator Steve Kreklow

**Also Present:** Park and Recreation Director Guilford Standridge

**Absent:** None

**Excused:** None

III. **APPROVAL OF MINUTES:**

A. July 8, 2024

**Motion:** Approve as presented

**Motioned By:** President Dean Wolter

**Seconded By:** Member Jolletta Kerpan

**Yes:** President Dean Wolter, Trustee Rick Miller, Member Jolletta Kerpan, Administrator Steve Kreklow

**No:** None

**Abstain:** None

**Motion Passed By Voice Vote (Yes 4, No 0, Abstained 0)**

IV. **NEW BUSINESS:**

- A. Request for funding by Germantown Parks and Recreation for Fourth of July Celebration

Park and Recreation Director Guilford Standridge presented the need for funds for the 2025 Fourth of July Celebration.

**Motion:** Approve as presented

**Motioned By:** President Dean Wolter

**Seconded By:** Member Jolitta Kerpan

**Yes:** President Dean Wolter, Trustee Rick Miller, Member Jolitta Kerpan, Administrator Steve Kreklow

**No:** None

**Abstain:** None

**Motion Passed By Voice Vote (Yes 4, No 0, Abstained 0)**

V. **ADJOURNMENT:**

The meeting was adjourned by Trustee Rick Miller at 5:20PM.

DRAFT

GERMANTOWN TOURISM COMMISSION

REQUEST FOR FUNDING  
CALENDAR YEAR 2025

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

1. Event Name Visit Washington County  
Group Name Visit Washington County  
Address P.O. Box 447, Jackson  
Telephone Number & Email (262) 677-5069 / info@visitwashingtoncounty.com
2. Responsible persons name Kathy Meulemans  
Telephone (if different from above) Same
3. Amount requested \$5,000
4. Date by which funding is desired: Jan. 2025

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 to include lodging, attractions,  
events, and tourism related businesses to attract both  
business and leisure travel to Germantown.

Goals of your event/project:

- Produce a Visitor Guide with 50,000 copies that include Germantown Village Profile - Germantown Village Profile/Listing on VWC Website
- Social Media Promotion/Marketing
- Germantown Brochures on display at our two Visitor Centers.
- Events listed in Visitor Guide and on VWC Website.

Cost details:

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

Included print advertising placed outside of Washington County to include Key Magazines, Our Wisconsin, Brewers & Packers Yearbooks, Travel Wisconsin email blasts and social media.

We welcome the opportunity to present to the Tourism Commission to show our work and discuss promotional opportunities to create more overnight stays in Germantown.

TOURISM COMMISSION REQUEST

GERMANTOWN TOURISM COMMISSION

REQUEST FOR FUNDING

CALENDAR YEAR 2024

1. EVENT NAME: 13<sup>th</sup> Annual Breakfast with Santa
2. GROUP NAME: Germantown Kiwanis
3. ADDRESS: Event to be held at The Florian Event Venue – Germantown WI
4. TELEPHONE NUMBER & EMAIL: [cheri.schadeberg@bankfivenine.com](mailto:cheri.schadeberg@bankfivenine.com)  
262-250-3800
5. RESPONSIBLE PERSON: Cheri Schadeberg, Chairperson
6. AMOUNT REQUESTED: \$4000
7. DATE BY WHICH FUNDING IS DESIRED: JANUARY 15, 2025

EVENT DESCRIPTION:

Please see attached letter with summary of event.

GOALS OF OUR EVENT:

To continue a wonderful Christmas tradition for the families of the Germantown area. This event is primarily a “give back” to the community to enjoy each and every year! Any profits from this event will be given back to the community of Germantown as the following 2024 examples describe:

- Annual Memorial Scholarships provided to GHS
- Germantown Library – Patio Project 2024
- Donations to Germantown schools via Elementary, Middle School, and High School events, projects, and clubs.
- Sponsorships of various youth sports teams via Village of Germantown Recreation Dept.
- Sponsorship of community events: A Taste of Germantown and Mai Fest
- Miscellaneous donations to various community organizations and events as requested via our Community Support committee.

COST DETAILS:

See attached 2024 “Proposed” Profit and Loss

RESULTS OF PREVIOUS YEARS EVENT:

See attached 2023 Profit and Loss

# Breakfast With Santa

 **Kiwaniis** Germantown, WI



TO: Germantown Tourism Commission  
From: Cheri Schadeberg, Chairperson-Kiwanis Breakfast with Santa  
Date: November 21, 2024  
RE: Request for Funds

Germantown Kiwanis is excited to bring the 13<sup>th</sup> Annual Breakfast with Santa- a “holiday tradition” back to the Germantown community on Sunday December 15, 2024 at The Florian Event Venue.

The enclosed packet provides a summary of the event along with the proposed revenue & expenses for our 2024 event. Online reservations are set to go “live” on Monday 11/18/24 with tickets available up to 950 attendees during 4 timeslots between 8 am and noon.

This event has become a Christmas tradition for families in our Germantown community. A delicious breakfast of eggs, sausage, fruit, and “all you can eat pancakes” will be served by The Florian while various other Christmas festivities make for a fun-filled morning. Families will be visiting with Santa and Mrs. Claus, fun craft activities will be enjoyed, festive music will be playing throughout the event and kiddos (and parents) will love the opportunity to visit with “Santa’s reindeer” provided by Reindeer Games of Erin, WI. Not only can families take pictures with the reindeer and the beautiful sleigh—but Santa’s elves are available to answer reindeer questions and provide lots of fun facts.

Germantown Kiwanis has not only enjoyed our on-going partnership with The Florian, Reindeer Games, Santa & Mrs. Claus—but we are blessed to have many student and community volunteers who help make this event a success!

The Germantown Kiwanis-Breakfast with Santa committee is requesting a Tourism grant of \$4000 to assist us in covering the related expense of the event along with allowing us to continue our mission of supporting the families of Germantown.

Thank you for your consideration.

**GERMANTOWN KIWANIS**

**BREAKFAST WITH SANTA**

**PROPOSED 2024**

**PROFIT AND LOSS**

**REVENUES:**

Major Sponsors (12)	\$ 3750.00
Business Card Sponsors (28)	\$ 2100.00
Breakfast ticket sales: 900 attendees (Net Eventbrite Online ticket fee cost)	\$ 9650.00

**TOTAL REVENUES: \$ 15500.00**

**EXPENSES:**

The Florian Event Venue	\$ 9606.00
Mr. and Mrs. Santa	\$ 500.00
Reindeer Games	\$ 2400.00
Goodie Bags	\$ 625.00
Digital Edge printing	\$ 1100.00
Express News	\$ 500.00
Musicians	\$ 100.00
Miscellaneous: Milk, OJ, cups, straws	\$ 475.00

**TOTAL EXPENSES: \$ 15306.00**

**NET EVENT PROFIT: \$ 194.00**

## GERMANTOWN KIWANIS

### BREAKFAST WITH SANTA

2023

#### PROFIT AND LOSS

REVENUES:	PROPOSED 2023:	ACTUAL 2023:
Major Sponsors (10)	\$ 3750.00	\$3750.00
Business Card Sponsors (28)	\$ 2100.00	\$2100.00
	Ticket Sales 900*	Ticket Sales: 853
(Average ticket price \$13 net of Eventbrite OL fees)	\$ 10400.00	\$9094.26
<b>TOTAL REVENUES:</b>	<b>\$ 16250.00</b>	<b>\$ 14944.26</b>
EXPENSES:		
The Florian Event Venue	\$ 10068.00	\$ 10068.79
Mr. and Mrs. Santa	\$ 500.00	\$ 500.00
Reindeer Games	\$ 2400.00	\$ 2400.00
Goodie Bags*	\$ 475.00	\$ 712.85
Digital Edge printing	\$ 1300.00	\$ 744.00
Express News	\$ 300.00	\$ 575.00
Aldo' Catering-cups/straws	\$ --	\$ 34.93
Musicians	\$ --	\$ 100.00
<b>TOTAL EXPENSES:</b>	<b>\$ 15043.00</b>	<b>\$ 15135.57</b>
Net Profit or (Loss):	\$ 1207.00	\$ (191.31)
<b>PLUS \$4000 Tourism Grant for 2023</b> -----		<b>\$ 3808.69</b>