

<b>MEETING:</b>	<b>REGULAR MEETING OF THE TOURISM COMMISSION</b>
<b>DATE AND TIME:</b>	<b>Thursday, November 21, 2024 5:30 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 5:30 PM.

- II. **ROLL CALL:**

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

**Also Present:** Chief Deputy Clerk Kasie Miller, Recreation Supervisor Sandy Doss, Cheri Schadeberg with Kiwanis of Germantown, and Executive Director Kathy Meulemans of Visit Washington County

**Absent:** None

**Excused:** None

- III. **APPROVAL OF MINUTES:**

- A. October 22, 2024

**Motion:** Approve as presented

**Motioned By:** Member Joletta Kerpan

**Seconded By:** President Dean Wolter

**Yes:** President Dean Wolter, Trustee Rick Miller, Member Joletta 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 Visit Washington County

Executive Director Kathy Meulemans and Board Vice President Patti Heinen provided an overview of Visit Washington County's advertising done for 2024. Meulemans highlighted the Visitor's Guide, various magazine print advertising, and other digital and social media advertisements. For 2025, Visit Washington County plans on printing 50,000 Visitor's Guides and will continue evaluating their advertising strategies.

**Motion:** Approve the 2025 request for funds for Visit Washington County in the amount of \$5,000

**Motioned By:** Administrator Steve Kreklow

**Seconded By:** Member Joletta Kerpan

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

**No:** None

**Abstain:** None

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

B. Request for funding by Kiwanis of Germantown for Breakfast with Santa

Cheri Shadeberg presented the need for funds for the Breakfast with Santa event held at the Florian. She advised that this is the 13th year hosting the event with this being the 9th year at The Florian. In the first hour and a half, they had sold 80 tickets. Historically, the event started as a giveback to the community and Shadeberg notes without Tourism funding this is a break-even event.

**Motion:** Approve the request for funding for the 2024 Kiwanis of Germantown's Breakfast with Santa event in the amount of \$5,000 (noting this is \$1,000 more than what was requested)

**Motioned By:** President Dean Wolter

**Seconded By:** Administrator Steve Kreklow

**Yes:** President Dean Wolter, Trustee Rick Miller, Member Joletta 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 6:10 PM.