

MEETING:	REGULAR MEETING OF THE TOURISM COMMISSION
DATE AND TIME:	Tuesday, January 14, 2025 5:00 PM
LOCATION:	Germantown Village Hall Conference Room A N112 W17001 Mequon Road

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 5:02 PM.

II. **ROLL CALL:**

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

Also Present: Chief Deputy Clerk Kasie Miller, EKM Representative Anita Hauer and Mary Erenyi, and Germantown Chamber Vice President Megan Degeorge

Absent: None

Excused: None

III. **APPROVAL OF MINUTES:**

- A. November 21, 2024

Motion: Approve as presented

Motioned By: Member Joletta Kerpan

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)

IV. **NEW BUSINESS:**

- A. Request for funding from EKM Moose Lodge for Moose State bowling, golf, and pool tournaments

Germantown Eastern Kettle Moraine Moose Lodge representatives Anita Hauner and Mary Erenyi presented the need for funds for advertising for the Moose State Bowling, Golf, and Pool Tournaments. Hauner and Erenyi advised the advertisement would be placed in the Wisconsin Moose Association's Conference Book which would be distributed during their mid-year conference February 27 - March 2, 2025.

Motion: Approve the \$125 requested funding for the Moose State Bowling, Golf, and Pool Tournaments advertisement.

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 from EKM Moose Lodge for 90th Annual Wisconsin Moose Lodge Association State Bowling Tournament

Germantown Eastern Kettle Moraine Moose Lodge representatives Anita Hauner and Mary Erenyi presented the need for funds for the 90th Annual Wisconsin Moose Association State Bowling Tournament. Hauner and Erenyi explained the funds would be used for advertisements, copies and postage, and shuttle for participants. In 2024 there were 280 participants (not including spectators). With having 16 lanes available each weekend, there is a potential of 320 participants. Hauner and Erenyi are still working with Enterprise to lower the cost of the shuttle.

Motion: Approve the request for funding in the amount of \$2,203.59 for the 90th Annual Wisconsin Moose Lodge Association State Bowling Tournament

Motioned By: President Dean Wolter

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)

- C. Request for funding from Germantown Area Chamber of Commerce for 2025 tourism and community events

Germantown Chamber of Commerce Executive Director Joletta Kerpan and Vice President Megan Degeorge presented the need for funds for the Germantown Chamber of Commerce for the entire 2025 year. Kerpan provided a breakdown of the request for funds by Community Focused Activities, Advertising and Tourism, and Membership. She advised that the Chamber breaks even for many events, and they want to keep the events affordable to families. It was questioned by the group if any of

the Tourism funds could go towards the Police Department and DPW staff for their assistance at the events. Administrator Kreklow did thank the Chamber for their sentiments; however, it was not needed.

Kerpan noted the two-year Community Guide would be smaller in size, include a map, and be available to all businesses and not only Chamber members. Additionally, Kerpan noted the difficulties in communicating with the Germantown Hotels and want to incentivize them for advertising in the Community Guide, along with those who already hold Chamber memberships. The Chamber has seen an increase in membership and overall foot traffic/calls and have gained 20 extra members.

Motion: Approve the request for funds for the Chamber of Commerce in the amount of \$30,200 as amended to remove the \$1,000 payments to the Village for the Christmas Parade and Tannenbaum Trail.

Motioned By: President Dean Wolter

Seconded By: Administrator Steve Kreklow

Yes: President Dean Wolter, Trustee Rick Miller, Administrator Steve Kreklow

No: None

Abstain: Member Jolitta Kerpan

Motion Passed by Voice Vote (Yes 3, No 0, Abstained 1)

Attachment will be added to the packet with the corrections.

V. ADJOURNMENT:

The meeting was adjourned by Trustee Rick Miller at 5:45 PM.