

MEETING: REGULAR MEETING OF THE TOURISM COMMISSION
DATE & TIME: Monday, April 7, 2025 at 5:30 PM
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.

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. **CONSENT AGENDA:**
 - A. January 14, 2025
- IV. **NEW BUSINESS:**
 - A. Request for funding from EKM Moose Lodge for 90th Annual Wisconsin Moose Lodge Association State Bowling Tournament
 - B. Request for funding from Germantown Area Veterans Memorial for Two Additional Walls
 - C. Request for funding from Deutschstadt Heritage Foundation's Maifest
- 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.

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 Jolletta 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.

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 90th Annual Wisconsin Moose Association Bowling Tournament

Group Name EKM Moose Lodge 1238

Address W198 N10217 Appleton Ave. Germantown WI 53022

Telephone Number & Email [REDACTED]

2. Responsible persons name Anita Hauner

Telephone (if different from above) [REDACTED]

3. Amount requested \$1546.30

4. Date by which funding is desired: April 1, 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.

** Call Anita with date of meeting.*

RECEIVED

MAR 19 2025

VILLAGE OF GERMANTOWN
CLERK'S OFFICE

**Please complete the following regarding your request from the
Tourism Commission:**

Event or project description: (Please provide details regarding your event or project)

Annual Moose Lodge bowling tournament. We have 240 Bowlers on Saturday + Sunday each weekend from March 15th to April 13th.

Goals of your event/project:

Supporting the Children at Moosheart and our seniors at Mooseheaven

Cost details:

Bowling Chairman Margie Marsden, from Janesville lodging for each weekend

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

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.



2025

90th Annual WISCONSIN MOOSE BOWLING TOURNAMENT USBC Moral Support Sanctioned



HOST LODGE: EKM #1238 W 198 N 10217 Appleton Ave Germantown, WI 53022 262-255-5055

Schedule March 15/16, 22/23, 29/30 April 5/6, 12/13

FEEES PER ENTRANT

Table with 5 columns: Category, Prize Fund, Bowling, Expenses, Total. Rows include Team (4 person), Singles, Doubles, All Events (Optional), and Cost Per Bowler.

Total Fees Must Accompany Entries

USBC MORAL SUPPORT SANCTION provides high score protection for those with established USBC membership and allows for the participation of those not qualified with the Congress without payment of any dues. Rule 319b.

- 1) Use last year's highest sanctioned league average (21 games or more).
2) If no average last year, use current year's highest sanctioned league average (21 games or more).
3) If no previous average, in any of the above, and bowler participated in last year's Wisconsin Moose Association Bowling Tournament (9 games), that average must be used.
4) If no established average in any of the above, use 160 for men and 130 for women.

RULES WILL APPLY TO ALL PARTICIPANTS

This tournament is governed by the Rules of the USBC and the Wisconsin Moose Association Bowling Tournament. Bowlers must be registered and present credentials at least 30 minutes before bowling time in each event.

HANDICAPS: USBC 90% of the difference between average and 225.

ENTRANTS MAY BOWL ONLY ONCE IN THIS TOURNAMENT EACH EVENT except host lodge participant, which may substitute and qualify as many times as needed in an emergency.

Rule 319e - If during the 12-month period immediately preceding the time and date of bowling, the bowlers accumulated for all, but not less than 21 tournament games, exceeds the average to be used for entry by 15 or more pins. In that case, the accumulated average must be used for handicapping or classification purposes.

USBC AVERAGES from bowl.com will be used.

ALL PRIZE FEES WILL BE RETURNED 100% - Prize ratio is 1 - 10 each event • 1 - 15 all events.

20% of good bowling prize fund in each event paid for scratch prizes.

REFUND POLICY - Full refund 30 days prior to bowling. If less than 30 days, NO refund unless due to sickness or death.

WISCONSIN STATE BOWLING CHAIRMAN: Margie Marsden, Bowling Chairman • [Redacted]

For reserved dates, remittances must be made payable to WISCONSIN MOOSE BOWLING TOURNAMENT and mailed prior to midnight December 31st, 2024. After December 31st it will be first postmarked - first scheduled, according to availability. Entries close February 8, 2025.

Germantown Inn
 W 190 N 10862 Commerce Circle
 Germantown, WI 53022

Fax: 262-502-9751

Email: [REDACTED]

Phone: 262-502-9750

Web: [REDACTED]



Guest Charges

Best Western Rewards # : [REDACTED]

Folio #: [REDACTED] **Guest : HALVERSON, PAM** Conf #: [REDACTED]
 Room #: [REDACTED] BWR Tier : BASE CRS #: [REDACTED]
 Payment Method : [REDACTED] Billing Reference : [REDACTED]
 Rate : [REDACTED] Company : [REDACTED] Arrival: 4/4/2025
 4/4/2025 \$138.69 [REDACTED] Departure: 4/6/2025

Date	Department	Reference	Voucher	Room	Charge	Credit	Balance
3/10/2025	[REDACTED]	[REDACTED]				\$309.26	(\$309.26)
Balance							(\$309.26)

Summary of Charges and Payments					
Charges	Taxes	Payments			
		Visa			\$309.26
Total Charges	\$0.00	Total Taxes	\$0.00	Total Payments	\$309.26

Credit Card Payment

Payment Type: [REDACTED]
 Account: [REDACTED]
 Account Holder: [REDACTED]

Amount Paid: \$309.26
 Approval Code: [REDACTED]
 Approval Amount: (\$309.26)

I agree that my liability for all charges is not waived.

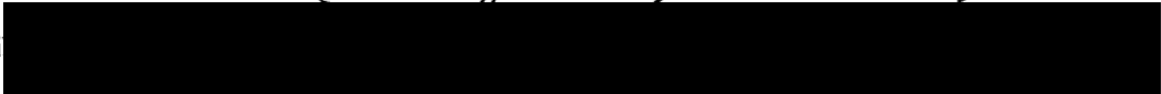
Guest Signature _____

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 Two Remaining Walls
Group Name Germantown Area Veterans Memorial
Address 1120 W 10115 Freistadt Rd (corner of Park Ave & Freistadt Rd)

Telephone Number & Email 

2. Responsible persons name Kristi Bonnell

Telephone (if different from above) _____

3. Amount requested \$ 20K

4. Date by which funding is desired: 15 Apr 25

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 Veterans Memorial is a tribute to all Veterans who have served or are currently serving. There are 2 of the 4 marble walls already installed, and have been engraved with the names & branches of Veterans. There are footings in the ground for the 2 additional walls. There is a project to pave the walkways and we need to install the 2 additional walls at the same time.

Goals of your event/project:

To purchase and install the additional 2 walls at the same time as the walkways are paved.

Cost details:

The cost of the 2 additional walls is \$63K. We need \$20K to order the walls.

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

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 **Maifest**

Group Name **Deutschstadt Heritage Foundation**

Address **N112 W16240 Mequon Rd., Germantown, WI 53022**

Telephone Number & Email (

2. Responsible persons name **Charlie Hargan and Marcy Stone**

Telephone (if different from above)

3. Amount requested **\$ 28,237.69**

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

Our 2025 celebration will be held at Firemen's Park, Germantown on May 16, 17, & 18. This German Celebration of Spring opens at 5 pm Friday, May 16 with German music, delicious food, (including a fish fry), beverages, and Gemutlichkeit. Bella Cain, the hottest "Top 40 Country Group" will take the stage at 8 pm to heat up the night. Saturday, the celebration continues from 11 am to midnight with food, dancing, featuring the DANK choir and dancers, and the ceremonial tapping of the first keg, a Sheepshead tournament, Pints and Puzzles tournament, music by Ed Wagner's Lustige Blaskapelle, Bierman, and The Toys who will perform at 8 pm. On Sunday, from Noon to 8 pm, enjoy dancing by the Pommersche Tanzdeel Freistadt Dancers and music by Edelweiss and the Kenny Brandt Band. Proceeds from Maifest are returned to the community in donations and scholarships. 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. In addition, we strive to benefit the Germantown community by offering local charitable organizations and businesses an opportunity to promote their organization, and raise funds, as part of our Maifest celebration.

Cost details:

Our fixed costs have once again significantly increased in 2025 due to inflation, and the need to rent a floor to cover the grass at Firemen's Park. Our overhead expenses for this three-day event are over \$60,000. These expenses include, but are not limited to entertainment, tent, 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 2024, due to a successful advertising campaign and beautiful weather. Our expenses were over **\$66,000** and we were thankful to see a profit of **\$14,387.65**, this was before the much needed and appreciated reimbursement check we received from the Tourism Commission. We are very grateful and thankful for this Tourism reimbursement. The profit we made over the past two last years, plus the Tourism reimbursement check has allowed us to build our bank balance to a more comfortable amount going into Maifest 2025. It has also allowed us to give money back to multiple community events and programs in 2024-2025. We can provide a list of these donations if you wish.

**2025 Maifest Germantown Celebration
Tourism Funding Request
Breakdown of Costs**

- Digital Billboards – Clear Channel Marketing **\$7,025.00** (we felt a need for additional promotion this year due to the change of venue, plus billboard costs have increased over the past year.)
- Develop and run Facebook paid ads throughout southeastern Wisconsin & northern Illinois **\$ 900.00**
- Radio spots on WTKM, reaching Washington, Dodge, Waukesha & Jefferson Counties **\$ 520.00**
- Radio spots on other radio stations, such as WRYU-AM, WVTY-FM, WMBZ-FM **\$ 3,311.69**
- 600 – 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 **\$ 355.00**
- 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 **\$ 1,605.00**
- 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 **\$ 495.00**
- Advertisement in the DANK German-American Journal printed publication and e-newsletter **\$ 80.00**
- Maifest 18x24 Coroplast Yard Signs – 50 pack - **\$ 460.00**
- Ads in the Discover Hometown newspapers advertising Maifest the two weeks prior to the event. **\$ 1,100.00**
- Our Wisconsin Magazine advertisements placed in the April/May 2025 editions. **\$746.00**
- A portion of the cost of our Maifest tent rental: **\$6,000.00** (total amount for tent & floor = \$14,134.40)
- Fee for using Firemen’s Park – paid to Germantown Park and Recreation Dept. = **\$5,600.00**

TOTAL AMOUNT REQUESTED: \$ 28,237.69