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| MEETING: | REGULAR MEETING OF THE TOURISM COMMISSION |
| DATE AND TIME: | Monday, June 9, 2025 5:30 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 Administrator Steve Kreklow at 5:30 PM.

- II. **ROLL CALL:**

Present: Trustee Rick Miller, Village President Bob Soderberg, Member Joletta Kerpan, Administrator Steve Kreklow
Also Present: EKM Representative Mary Erenyi
Absent: None
Excused: None

- III. **ELECTION OF TOURISM CHAIRPERSON**

Motion: Nominate Trustee Rick Miller as Tourism Chairperson.
Motioned By: President Bob Soderberg
Seconded By: Member Joletta Kerpan

Yes: Trustee Rick Miller, President Bob Soderberg, Member Joletta Kerpan, Administrator Steve Kreklow
No: None
Abstain: None

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

The meeting was turned over to Trustee Rick Miller.

- IV. **ELECTION OF TOURISM VICE CHAIRPERSON**

Motion: Nominate member Joletta Kerpan as Tourism Vice Chairperson.
Motioned By: Administrator Steve Kreklow
Seconded By: President Bob Soderberg

Yes: Trustee Rick Miller, President Bob Soderberg, Member Joletta Kerpan,
Administrator Steve Kreklow

No: None

Abstain: None

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

V. ELECTION OF TOURISM SECRETARY

Motion: Nominate Administrator Steve Kreklow as Tourism Secretary.

Motioned By: President Bob Soderberg

Seconded By: Member Joletta Kerpan

Yes: Trustee Rick Miller, President Bob Soderberg, Member Joletta Kerpan,
Administrator Steve Kreklow

No: None

Abstain: None

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

VI. APPROVAL OF MINUTES:

A. Minutes from April 7, 2025 (ACTION)

Motion: Approve April 7, 2025 Tourism Commission minutes as presented.

Motioned By: Member Joletta Kerpan

Seconded By: Administrator Steve Kreklow

Yes: Trustee Rick Miller, President Bob Soderberg, Member Joletta Kerpan,
Administrator Steve Kreklow

No: None

Abstain: None

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

VII. NEW BUSINESS:

A. Financial Update (DISCUSSION ONLY)

Administrator Steve Kreklow provided financial updates on the year to date and historical room tax collection numbers, expenditures, and pending payments. Kreklow provided a history of the legislature related to the Tourism Commission and the permitted room tax dollar uses. Kreklow was requested to check the status of the payback of the Dheinsville Festhalle as the Tourism Commission had lent funds for the pavilion.

- B. Request for funding from EKM Moose Lodge for the Annual Wisconsin Moose Lodge Association State Golf Tournament held at BlackStone Creek Golf Club on July 19, 2025. (ACTION)

Germantown Eastern Kettle Moraine Moose Lodge representative Mary Erenyi presented the need for funds for the Annual Wisconsin Moose Lodge Association State Golf Tournament held at Blackstone Creek Golf Club. Erenyi explained the funds would be used to cover the lodging expenses for the chairperson of the golf tournament, shuttle service to and from the Germantown hotels, signage, mailers, copies for registration, and sponsor goodie bags. They are expecting the same turnout as 2024 of 40 bowling teams of 4 (160 participants) with additional spectators and family members in attendance.

Motion: Approve the request for funding in the amount of \$2,655.00(as presented) for the EKM Moose Lodge's Annual Moose Lodge Association State Golf Tournament held at Blackstone Creek Golf Club on July 19, 2025.

Motioned By: President Bob Soderberg

Seconded By: Member Jolitta Kerpan

Yes: Trustee Rick Miller, President Bob Soderberg, Member Jolitta Kerpan, Administrator Steve Kreklow

No: None

Abstain: None

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

- C. Celebrate Germantown Initiative. (DISCUSSION ONLY)

President Bob Soderberg presented the Celebrate Germantown Initiative, aiming to enhance community engagement and celebrate the Village through 30-second videos showcasing Germantown events, restaurants, businesses, the school district and more. The Celebrate Germantown Initiative will seek financial support from the Tourism Commission to finance the creation and promotion of the videos, with the Economic Development Commission overseeing the application process. Soderberg emphasized that this Initiative would not replace the Germantown Chamber of Commerce's efforts, but moreso complement them.

VIII. ADJOURNMENT:

The meeting was adjourned by Trustee Rick Miller at 5:58 PM.