

**MEETING: REGULAR MEETING OF THE ECONOMIC
DEVELOPMENT COMMISSION**

DATE & TIME: Tuesday, November 11, 2025 at 6:00 PM

**LOCATION: Germantown Village Hall Board Room
N112 W17001 Mequon Road**

Any member of the body and/or citizen may attend the meeting virtually through the WebEx platform, Meeting # 2556 302 5394 Password: WCzEr6aqd35 which can be accessed by phone at 408-418-9388 or by clicking the link below:
<https://villageofgermantown.my.webex.com/villageofgermantown.my/j.php?MTID=m7c116bed55ac93808f5f5ac70e57d24e>

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. Previously recorded meeting videos can be viewed at: https://www.youtube.com/channel/UCOYp0EgELzTCa9X_iCohyhQ

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. **MEETING MINUTES:**
 - A. October 28, 2025 (ACTION)
- IV. **CITIZEN INPUT:** *(Please be advised per 19.84(2) that information and comment will be received from the public. It is the policy of this municipality that public input be limited to a four (4) minute period per person with a time extension granted at the discretion of the Chairperson. Be advised that there may be limited discussion of the information received but no action will be taken under public comments.) Comments that may be injurious to village personnel or other individuals will not be allowed.*
- V. **UNFINISHED BUSINESS:**
 - A. Dissolution of Subcommittees (ACTION)
 - B. EDC Communication & Database (DISCUSSION)
- VI. **NEW BUSINESS:**
 - A. Germantown Marketing Campaign Videos - Formerly "Celebrate Germantown" (PRESENTATION, DISCUSSION, AND ASSIGNMENTS)
 - B. Business Loan Pool 10/30/2025 Seminar Debrief and Next Steps (DISCUSSION)
 - C. Operation Storefront Update (DISCUSSION AND ASSIGNMENTS)
- VII. **NEXT MEETING DATE:**
 - A. Tuesday, December 9, 2025
- VIII. **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.

ECONOMIC DEVELOPMENT COMMISSION AGENDA

November 11, 2025

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Notice is hereby given that a possible quorum of other boards, committees, and/or commissions may attend this meeting to gather information about an item over which they have decision-making responsibility. This may constitute a meeting of these bodies per State ex rel. Badke v Greendale Village Board, even though these bodies will not take formal action at this meeting.

| | |
|-----------------------|---|
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| DATE AND TIME: | Tuesday, October 28, 2025 6:00 PM |
| LOCATION: | Germantown Village Hall Board Room 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.*

Chairperson Trustee Jan Miller called the Economic Development Commission meeting to order at 6:00 PM.

- II. **ROLL CALL:** *Welcome New Commissioners Melanie Smythe and Jeffrey Voyer*

Present: Trustee Jan Miller, Trustee Kristen Borst, Member Joletta Kerpan, Member Jim Sedgwick, Member Scott Hefle(arrived at 6:04PM), Member Melanie Smythe

Absent: none

Excused: Member Jeffrey Voyer

Also Present: Village Administrator Steve Kreklow, Chief Deputy Clerk Kasie Miller

- III. **CITIZEN INPUT:** *(Please be advised per 19.84(2) that information and comment will be received from the public. It is the policy of this municipality that public input be limited to a four (4) minute period per person with a time extension granted at the discretion of the Chairperson. Be advised that there may be limited discussion of the information received but no action will be taken under public comments.) Comments that may be injurious to village personnel or other individuals will not be allowed.*

There was no Citizen Input.

- IV. **MEETING MINUTES:**

A. September 9, 2025 (ACTION)

Motion: Approve the minutes from the September 9, 2025, Economic Development Commission as presented

Motioned By: Member Joletta Kerpan

Seconded By: Member Melanie Smythe

Yes: Trustee Jan Miller, Trustee Kristen Borst, Member Joletta Kerpan, Member Melanie Smythe

No: None

Absent: Member Scott Hefle

Abstain: Member Jim Sedgwick

Motion Passed by Voice Vote (Yes 4, No 0, Absent 1, Abstained 1)

V. UNFINISHED BUSINESS:

- A. Business Loan Fund - 2025 Business Loan Applications - Target Businesses and Goal of \$100,000 by December 31, 2025 (DISCUSSION)

Trustee Jan Miller provided an overview of the Business Loan Pool program. Discussion ensued regarding strategies and tactics for soliciting businesses. This item will be placed on the next meeting's agenda for further discussion.

- B. 2025 Business Loan Pool Event on October 30, 2025 (ANNOUNCEMENT)

Trustee Jan Miller provided flyers to the commissioners promoting the Business Loan Pool Seminar on October 30, 2025 from 8:30 AM - 9:30 AM in the Village Hall Board Room.

- C. Sub-Committee Reports

See motion in New Business Item A as Unfinished Item C and New Business Item A were combined.

1. Goal A - Beautification Program Sub-Committee (DISCUSSION)
2. Goal B - "Celebrate Germantown" Sub-Committee (DISCUSSION)
3. Goal C - 2050 Comprehensive Plan Sub-Committee (DISCUSSION)

VI. NEW BUSINESS:

- A. Reorganization of Sub-Committees (DISCUSSION)

Motion: Move Unfinished Business Item C and include with New Business Item A

Motioned By: Trustee Kristen Borst

Seconded By: Member Scott Hefle

Yes: Trustee Jan Miller, Trustee Kristen Borst, Member Joletta Kerpan, Member Jim Sedgwick, Member Scott Hefle, Member Melanie Smythe

No: None

Abstain: None

Motion Passed by Voice Vote (Yes 6, No 0, Abstained 0)

Commissioners discussed the dissolution of the Sub-Committees and noted that the Economic Development Commission is now being broadcast over Channel 25, and live-streamed and downloaded to the Village's YouTube Channel.

A formal vote will be recorded at the next meeting regarding the dissolution of the Economic Development's Sub-Committees.

B. EDC Communication & Data Base (DISCUSSION)

Trustee Jan Miller confirmed that the best line of communication with commissioners was by email. Commissioners were reminded about Open Meetings Law, specifically regarding walking quorums and negative quorums. Village Administrator Kreklow discussed items subject to open records requests. Chief Deputy Clerk Kasie Miller will research the potential of a shared database for commissioners.

C. Celebrate Germantown Marketing Campaign - VIDEOS (Short) – Priorities (DISCUSSION & ACTION)

Trustee Jan Miller provided an example flyer to commissioners regarding the 'Celebrate' Germantown Marketing Campaign. Commissioners will present their ideas of a new tagline/name for the marketing campaign at the next meeting. The first video of the 'Celebrate' Germantown Marketing Campaign, featuring Apple Works Winery, will be presented at the next meeting.

D. Beautification - Mequon Road Improvement – Flower Beds and/or Trees in Medians – Meet with Tree Committee – DPW (DISCUSSION & ACTION)

Trustee Kristen Borst and Member Joletta Kerpan recommended a "Bier Stein" program for a Beautification project. Trustee Jan Miller advised that the funding for the hanging baskets on Mequon Road fell through, noting that the current poles were not as sturdy as those on Main Street and could not withstand the weight.

Discussion ensued regarding the funding and maintenance of flower beds and trees in the median.

Motion: Discontinue the discussion of the flower beds.

Motioned By: Member Jim Sedgwick

Seconded By: Member Joletta Kerpan

Yes: Trustee Jan Miller, Trustee Kristen Borst, Member Joletta Kerpan, Member Jim Sedgwick, Member Scott Hefle, Member Melanie Smythe

No: None

Abstain: None

Motion Passed by Voice Vote (Yes 6, No 0, Abstained 0)

E. Operation Store Front

Sub-Items 1 and 2 were discussed concurrently. No motions were made on either Sub-Item.

Village Administrator Steve Kreklow provided commissioners a map of real estate listings for lots for sale that were 5 acres or larger. Kreklow met with a commercial real estate broker who advised that they could not provide raw real estate data but could provide periodic summary data to the commissioners. Kreklow recommended that the commissioners focus on one area first, possibly Sub-Item 2 County Line Road - Empty Box Stores. Lastly, Christian Tscheschlok of Economic Development of Washington County would be available for the December 9, 2025, meeting and Administrator Kreklow would verify what resources EDWC could provide the EDC regarding "Operation Storefront".

1. List of Empty Warehouses for Lease – List of Available Warehouse Space with Square Footage Plus Lots for Sale in the Village of Germantown (DISCUSSION & ACTION)
2. County Line Road – Empty Box Stores (DISCUSSION & ACTION)

VII. NEXT MEETING DATES:

- A. November 11, 2025
- B. December 9, 2025

VIII. ADJOURNMENT:

Motion: Adjourn

Motioned By: Member Joletta Kerpan

Seconded By: Member Scott Hefle

Yes: Trustee Jan Miller, Trustee Kristen Borst, Member Joletta Kerpan, Member Jim Sedgwick, Member Scott Hefle, Member Melanie Smythe

No: None

Abstain: None

Motion Passed by Voice Vote (Yes 6, No 0, Abstained 0)

The Economic Development Commission Meeting was adjourned at 6:46 PM.

BUSINESS OF THE ECONOMIC DEVELOPMENT COMMISSION

MEETING DATE: November 11, 2025

PLACEMENT: Discussion

ITEM TITLE: EDC Communication & Database (DISCUSSION)

SUBMITTED BY: Kasie Miller, Chief Deputy Clerk

SUMMARY EXPLANATION:

Upon investigation of the question proposed at the Economic Development Commission meeting on October 28, 2025, it is determined that the EDC cannot create a shared database of information for members to view and share ideas as this would violate Open Meetings Law. For reference, I have attached the memo provided at the November 18, 2024 Village Board Meeting from Attorney Sajdak regarding Open Meetings Law.

ATTACHMENT:

1. Memo re Open Meetings Issues (1)

STAFF RECOMMENDATION:

ACTION BY COMMITTEE:

WESOLOWSKI, REIDENBACH & SAJDAK, S.C.

ATTORNEYS AT LAW
11402 WEST CHURCH STREET
FRANKLIN, WISCONSIN 53132

MEMORANDUM

To: Village Board
From: Brian C. Sajdak, Village Attorney
Date: January 23, 2023
Re: Open Meetings Law Issues

I have observed a number of potential issues related to open meetings law and I thought that it would make sense to revisit some of the rules. Initially, please recall that it is your responsibility to ensure compliance with the Open Meetings Law. The Village Clerk's office, the Village Administrator or myself will attempt to address those issues and/or violations we recognize at meetings, however we have other roles and duties when attending meetings and do not always immediately recognize potential issues. Penalties for violations are covered by Wis.

Stat. § 19.96:

Any member of a governmental body who knowingly attends a meeting of such body held in violation of this subchapter, or who, in his or her official capacity, otherwise violates this subchapter by some act or omission shall forfeit without reimbursement not less than \$25 nor more than \$300 for each such violation. No member of a governmental body is liable under this subchapter on account of his or her attendance at a meeting held in violation of this subchapter if he or she makes or votes in favor of a motion to prevent the violation from occurring, or if, before the violation occurs, his or her votes on all relevant motions were inconsistent with all those circumstances which cause the violation.

Remember also that a violation can exist even if you did not have the specific intent to violate the Open Meetings Law. See State v. Swanson, 92 Wis. 2d 310, 284 N.W.2d 655 (1979). At any time if you have questions about the open meetings law, please do not hesitate to contact me.

For the purposes of the Open Meetings Law, the requirements of the statute are clear, “[e]very meeting of a governmental body shall be preceded by public notice.” Wis. Stat. §

19.83(1). The statute also clearly defines meeting:

"Meeting" means the convening of members of a governmental body for the purpose of exercising the responsibilities, authority, power or duties delegated to or vested in the body. If one-half or more of the members of a governmental body are present, the meeting is rebuttably presumed to be for the purpose of exercising the responsibilities, authority, power or duties delegated to or vested in the body.

Wis. Stat. § 19.82(2). Thus, any time at least one-half of the members of a body are together, a meeting is presumed to have taken place. In addition to this presumption, a meeting can also occur when you have enough members of a body present to impact the decisions of the body. As the Supreme Court held in State ex rel. Newspapers, Inc. v. Showers, “whenever members of a governmental body meet to engage in government business, be it discussion, decision or *information gathering*, the Open Meeting Law applies if the number of members present are sufficient to determine the parent body's course of action regarding the proposal discussed at the meeting.” Showers 135 Wis.2d 77, 80, 398 N.W.2d 154, 156 (Wis. 1987)(emphasis added).

Here is an example. The Village’s Plan Commission has seven members. Any time four members of the Plan Commission are together for the purposes of exercising their responsibilities, a meeting has been presumed to have occurred. Moreover, if four members constitute a quorum sufficient to hold a meeting, then two of those members could potentially block any action the Plan Commission takes. This is known as a negative quorum, and many commentators (including League of Municipalities legal staff) suggest this number needs to be considered when looking at whether a meeting has occurred. If considered, then any time that two or more Plan Commission members are together, a meeting has occurred.

What does this all mean? From a legal standpoint, any time you meet with a sufficient number of other members of your board or commission, you must provide notice that the meeting will occur. This includes those instances where a number of people from one board attends a meeting of another board because there is a topic they have an interest in as members of their board. For example, given the interrelationship between the Parks Department and the Senior Center, it is possible that members of the Senior Center Advisory Committee might attend a meeting of the Parks and Recreation Commission on a topic that might concern the Senior Center. Even if the Senior Center Advisory Committee were only present to listen to what was happening and will not take any action at that time, this would still constitute a meeting by statute, and should be noticed. See Showers However, this does not apply to “any social or chance gathering or conference which is not intended to avoid [open meetings laws].” Wis. Stat. § 19.82(2).

In order to assist you, I have attached a chart reflecting all of the boards and commissions within the Village. For each, there are three columns. The first column is the total voting members for that body. The second column is the maximum number that could meet without notice based upon the full voting membership. The final column reflects the minimum number of members of the body that can meet without notice (i.e., the number allowed to meet when considering negative quorum issues). To be clear, based upon the Supreme Court’s decision in Newspapers Inc., **THIS OFFICE RECOMMENDS THAT YOU ADHERE TO THE MINIMUM COLUMN.** When considering whether your actions might violate these rules, please remember that each of you sits on multiple different bodies. Thus, for example, while two of you could potentially get together to discuss a matter before the Village Board, if you both also happen to be on the Public Works Committee and it is an item that will also be before that

Committee, then a violation has occurred. This is why, for example, the statute authorizes two members of the Village Board to act together to call a special meeting (or add an item to an agenda in the case of the Village's Code), but not for other boards, committees and commissions.

See Wis. Stat. § 61.32.

Also, remember that you need to be mindful of walking quorum issues in your interactions with other members of your board/commission. A walking quorum is “separate meetings of two or more groups, each less than quorum size, who agree through mutual representatives to act and vote uniformly, or by a decision by a group of less than quorum size which has the tacit agreement and acquiescence of other members sufficient to reach a quorum.”

Showers, 135 Wis. 2d at 92. These concerns apply equally whether meeting in person or by sending emails. As the Attorney General's office explains in its Wisconsin Open Meetings

Compliance Guide:

Written communications transmitted by electronic means, such as email or instant messaging, also may constitute a “convening of members,” depending on how the communication medium is used. Although no Wisconsin court has applied the open meetings law to these kinds of electronic communications, it is likely that the courts will try to determine whether the communications in question are more like an in-person discussion—e.g., a rapid back-and-forth exchange of viewpoints among multiple members—or more like non-electronic written correspondence, which generally does not raise open meetings law concerns. If the communications closely resemble an in-person discussion, then they may constitute a meeting if they involve enough members to control an action by the body. In addressing these questions, courts are likely to consider such factors as the following: (1) the number of participants involved in the communications; (2) the number of communications regarding the subject; (3) the time frame within which the electronic communications occurred; and (4) the extent of the conversation-like interactions reflected in the communications.

Because the applicability of the open meetings law to such electronic communications depends on the particular way in which a specific message technology is used, these technologies create special dangers for governmental officials trying to comply with the law. Although two members of a governmental

body larger than four members may generally discuss the body's business without violating the open meetings law, features like "forward" and "reply to all" common in electronic mail programs deprive a sender of control over the number and identity of the recipients who eventually may have access to the sender's message. Moreover, it is quite possible that, through the use of electronic mail, a quorum of a governmental body may receive information on a subject within the body's jurisdiction in an almost real-time basis, just as they would receive it in a physical gathering of the members.

Compliance Guide at p. 10. "The essential feature of a walking quorum is the element of agreement among members of a body to act uniformly in sufficient numbers to reach a quorum.

Where there is no such express or tacit agreement, exchanges among separate groups of members may take place without violating the open meetings law." Id. at p. 11. This is why you will often see reminders from staff that you should not reply all to an email message.

Ultimately, you need to help Village staff help you in your efforts to comply with open meetings laws. All that is required under the open meetings law is notice of meetings. In order to assure compliance, the Village has the ability to issue a Badke Notice (named for the court case where it was first discussed). A Badke notice is simply a notice that sufficient members of a board or commission may be present at the meeting of another governmental body such that a meeting might be deemed to occur even though the board or commission will not be taking action at that time. You can help ensure your compliance with open meetings laws by notifying the Village Clerk's office that you plan on (or are even thinking about) attending a meeting at which a topic related to your duties will be discussed. This should be done more than 24 hours before the scheduled meeting. If sufficient members indicate intent to attend that meeting, the Clerk's office can issue a Badke notice. In the event that you find yourself in a situation where a meeting occurs without notice, you should remove yourself from that situation to avoid possible penalties. If you are at a meeting and it is recognized that there is a violation, you may be asked

to leave the meeting by the presiding Chair or secretary, the Clerk' office, the Village Administrator and/or myself. While we do not have the authority to actually remove you from the meeting, recognize that you risk incurring penalties by choosing not to do so.

I recognize that complying with the Open Meetings Law makes it harder for the Village to complete its business at times. However, the “legislature has made the policy choice that, despite the efficiency advantages of secret government, a transparent process is favored.” State ex rel. Citizens for Responsible Dev. v. City of Milton, 300 Wis. 2d 649, 655, 731 N.W.2d 640, 642-643 (Wis. App. 2007). If you have any question on this, or any other, topic, please do not hesitate to contact me.

BCS

OPEN MEETINGS

Number of members that may engage in governmental business without notice¹

| | Voting Members | Maximum ² | Minimum ³ |
|--|----------------|----------------------|----------------------|
| Village Board | 9 | 4 | 2 |
| General Government & Finance / Cable Review Commission | 4 | 0 | 0 |
| Public Safety / Board of Health | 4 | 0 | 0 |
| Public Works & Highways | 4 | 0 | 0 |
| Plan Commission | 7 | 3 | 0 |
| Board of Zoning Appeals | 5 | 2 | 0 |
| Board of Review | 5 | 2 | 0 |
| Police and Fire Commission | 5 | 2 | 0 |
| Parks & Recreation Commission | 7 | 3 | 0 |
| Library Board | 7 | 3 | 0 |
| Administrative Review Appeals Board | 3 | 0 | 0 |
| Building Construction Oversight Committee | 4 | 0 | 0 |
| Germantown Community Development Authority | 7 | 3 | 0 |
| Senior Center Advisory Committee | 7 | 3 | 0 |
| Health Insurance Advisory Committee | 7 | 3 | 0 |
| Utility Advisory Committee | 5 | 3 ⁴ | 0 |
| Germantown Tourism and Betterment Committee | 5 | 2 | 0 |
| Economic Development Commission | 7 | 3 | 0 |
| Historic Preservation Commission | 5 | 2 | 0 |
| Ethics Board | 5 | 2 | 0 |

NOTE: ADVICE IS TO ADHERE TO THE MINIMUM COLUMN

¹ Based upon general voting requirements. Special voting requirements (e.g., ¾ vote of all members present) may result in changes.

² Maximum = Maximum members that could meet without notice based upon full voting membership

³ Minimum = Maximum # of members that could meet without notice based upon quorum or voting requirements

⁴ Utility Advisory Committee: Quorum per municipal code is 4



GERMANTOWN VIDEO PROJECT



SETTING THE FOUNDATION

QUESTIONS?

- What is the name of the project?
- What is the end goal of the project? Do you want to direct traffic to a website, social media platforms, or both?
- Is this a joint project between economic development and tourism?
- How many platforms do you want to be on? (Facebook? Instagram? Tik Tok? Youtube?)
- Will the project be run on its own social pages?
- Is this project fully organic (not ad content) or paid content (ad content)?
- How is the project being funded?



SETTING THE FOUNDATION

COMMENTS

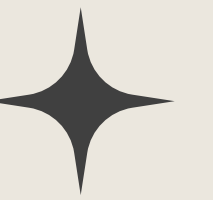
- **If you create your own social media accounts, this requires upkeep and strict following of a specific content strategy.**
- **I would not recommend posting videos until full plan is established.**
- **If only using organic (not ad content), you need more content and consistent oversight of platforms if you want to gain followers.**



MY RECOMENDATION

FOUNDATIONAL STEPS (IN ORDER)

- The project is a campaign. Create a branding package including colors, logo, and design elements.
- Create a communication strategy that identifies target audience, campaign goals, SWAT analysis, and social platform analysis.
- Make this a joint project of Economic Development and Tourism. Both groups can contribute and create a funding source.
- Make proper connections within the Village that will work to promote the project by resharing the videos on their pages.
- Prepare Approx. 5 - 10 videos before launching the campaign.



POSSIBLE VIDEOS

- **Christmas Parade**
- **Maifest**
- **Local Restaurants**
- **Local Parks**
- **Music at the Pavilion**
- **Germantown Coffee Shops**
- **Octoberfest**
- **Community events**
- **Library events**
- **Local Entertainment (concerts, sports establishments)**
- **Local Retailers or specialty service providers**
- **New Development / New Business Projects**
- **Loan Pool Applicants (Process of Development)**



EXAMPLES FROM OF OTHER COMMUNITIES:



DISCOVER WAUWATOSA



- Great brand template
- Goal: Link back to Tourism Website

Pinterest (Inactive)



Discover Wauwatosa
discoverwauwatosa

Facebook



Discover Wauwatosa
5.7K followers • 115 following

Instagram



discoverwauwatosa ...

Discover Wauwatosa

980 posts 9,056 followers 289 following

The official tourism account for Wauwatosa, WI. ✨
Tag your photos with #DiscoverWauwatosa to be featured.
Find trip... more

discoverwauwatosa.com and 1 more



Followed by menomoneefallsdowntown, mkecountyparks + 2 more



Youtube (Inactive)



Discover Wauwatosa

@DiscoverWauwatosa · 2 videos

More about this channel ...more

Subscribe

DISCOVER WAUWATOSA



CONTENT EXAMPLES



Instagram

- Good simple short form vertical video that highlights businesses and local happenings

Facebook

- Mixture of local promotion
- Videos and photos



Discover Wauwatosa

September 26 · 🌐

Happy National Dumpling Day! Celebrate at Serious Sanji in Wauwatosa and treat yourself to some seriously delicious bites. 😋 🥟

📍: Serious Sanji

📍 853 N Mayfair Rd, Wauwatosa, WI 53226

[#DiscoverWauwatosa](#) [#Wauwatosa](#)



My Rating: 10 /10

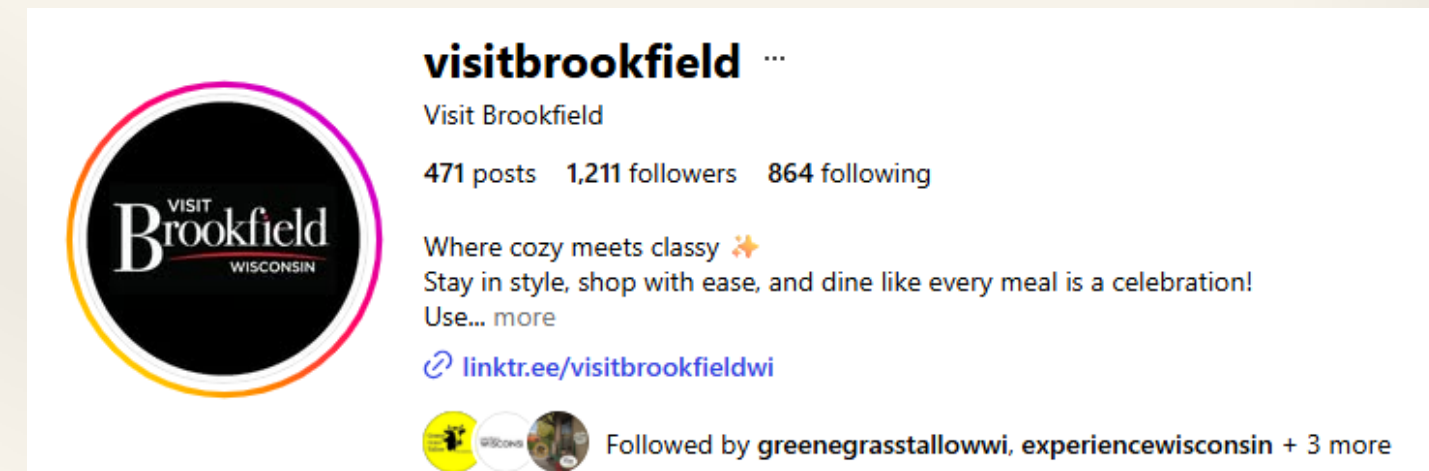
VISIT Brookfield WISCONSIN

Facebook



- Passable brand template
- Goal: Link back to Tourism Website

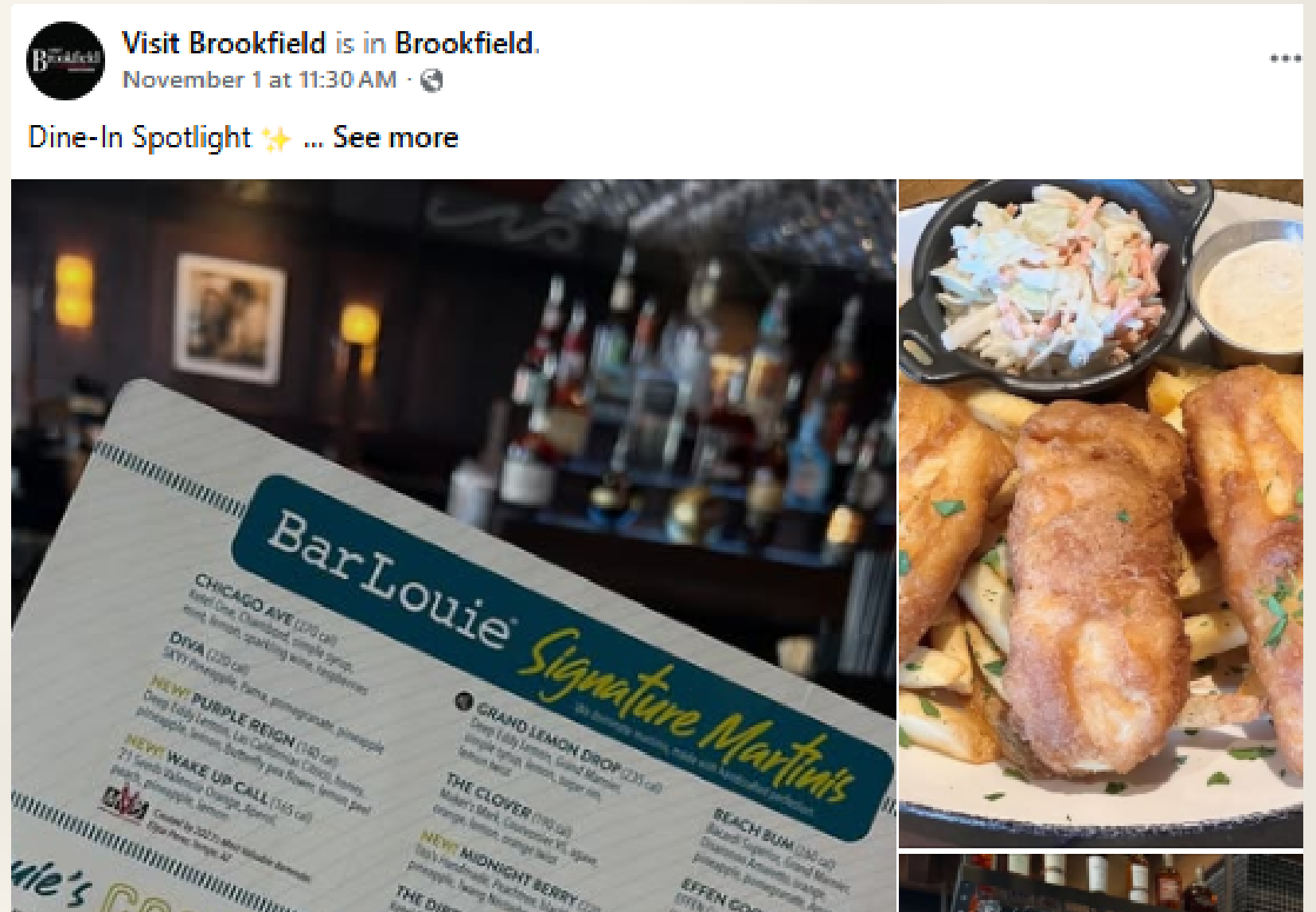
Instagram



VISIT Brookfield WISCONSIN CONTENT EXAMPLES

Facebook

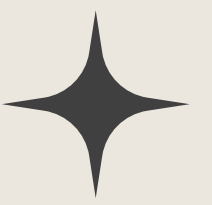
- Mixture of local promotion
- Photos and Videos



Instagram

- Good simple short form vertical video that highlights businesses and local happenings

My Rating: 7.5 /10

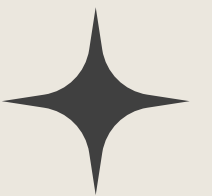


Explore Menomonee Falls

**The Facebook Page
Links Back to Village
Official Social Media**



- **Brand Template is just the Village logo.**
- **Everything is on website.**
- **No official video or social media campaign for “Explore Menomonee Falls”**
- **Videos shared come from “Falls Cable Access” Productions**



My Rating: 4 /10

THE IDEAL SITUATION

1. Identify Funding Source
2. Create a Brand! with Logo



4. Make Connections to promote pages



5. Film 5 - 10 videos

6. Create Social Platforms



Celebrate Germantown
Celebrate Germantown

3. Create Communication Strategy



Communication Strategy

7. Run the Campaign.
8. Have someone to manage it.
9. Have website or other source to direct traffic



MEMO

To: President Bob Soderberg, Trustee Jan Miller – Germantown WI

From: Melanie Smythe, EDC commissioner – Germantown WI

CC: Administrator Kreklow – Germantown WI

Date: 10-31-2025

RE: Follow up to loan program seminar on 10/30/2025 at Village Hall

Bob and Jan,

Some notes and observations from the loan seminar yesterday.

The round table discussion style was great. Four potential candidates showed up. The discussion highlighted some items that need to be thought through more to make this program stronger.

Some items that should be clarified:

1. No financial information should be required by the village; the bank does a full review of financials. As a business owner, I would never submit my business information to the village, even for a 1% loan.
2. Joletta is currently working on testimonials from former grantees of the loan program. Former participants could receive a certificate which could be placed on a wall as a participating successful business within the village. (We need a new logo.)
3. Joletta's contributions to this program have been tremendous when the village has not actually been promoting this. It is the village's responsibility to do a better of promoting this. It ties into the filling of vacant properties with new and existing businesses. We should publicly thank the Chamber and Bank 59 in some fashion. The village has entirely neglected this aspect of development to date.
4. Along with the loan program, the village should have an opt-in resource list of local Germantown existing businesses for new businesses or businesses wanting to go the the next level. Several of the potential applicants were going to need help with finding spaces (realtors) and remodeling spaces (designers and contractors) and messaging out their new locations (sign companies and pr firms). The village in conjunction with the chamber can create a place(s) where businesses can make themselves available for this need. To manage it, it would be updated once a year with a call for participants to provide something about their business. All vetting done by the potential client, not village or chamber.
5. The seminar can be held twice a year. Once at the village hall, once at the chamber. They are equal partners in this.
6. The president can send out a letter to the chamber members, school district, other entities and to the News Express discussing the dusting off of the program including the changes/additions above. It needs a relaunch. However, that looks.

Thanks.

Melanie Smythe