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| <b>MEETING:</b>       | <b>REGULAR MEETING OF THE TOURISM COMMISSION</b>                      |
| <b>DATE AND TIME:</b> | <b>Monday, July 28, 2025 5:30 PM</b>                                  |
| <b>LOCATION:</b>      | <b>Germantown Village Hall Board Room<br/>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:** Trustee Rick Miller, Village President Bob Soderberg, Member Joletta Kerpan, Administrator Steve Kreklow

**Also Present:** Chief Deputy Clerk Kasie Miller, EKM Representative Mary Erenyi, Germantown Historical Society Representatives Jim and Sue Dix, and Tower Heritage Center Representative Steve Stuckey

**Absent:** None

**Excused:** None

- 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. June 9, 2025 (ACTION)

**Motion:** Approve June 9, 2025 Tourism Commission minutes as presented.

**Motioned By:** Member Joletta Kerpan

**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. UNFINISHED BUSINESS:**

**VI. NEW BUSINESS:**

A. Financial Update (DISCUSSION)

Administrator Steve Kreklow provided a financial update on the quarter one and estimated quarter two room tax collections. Kreklow also provided an overview of how the Village collects room tax dollars and was confident the Village would have at least \$125,000 to \$130,000 available to the Tourism Commission by the end of the year.

B. Request for funding from EKM Moose Lodge for the Motors At The Moose 18th Annual Car Show on August 16, 2025. (ACTION)

Items B and C were discussed simultaneously as they have the same presenter.

Germantown Eastern Kettle Moraine Moose Lodge representative Mary Erenyi presented the need for funds for the Motors at the Moose 18th Annual Car Show. Erenyi explained the funds would be used to cover trophies, advertising, and the temporary use permit needed for the event.

Erenyi also presented the need for funds for the Wisconsin Moose Lodge Pool Tournament. Erenyi explained the Germantown Moose Lodge would be the host this year and the funds would be used for copies and postage, advertisement in the September Moose Convention Booklet, and shuttle service to and from the event from the local hotels. President Bob Soderberg advised he would abstain as he is a member of the Eastern Kettle Moraine Moose Lodge.

**Motion:** Approve the request for funding in the amount of \$1,965.00(as presented) for the EKM Moose Lodge Motors at the Moose 18th Annual Car Show and the amount of \$620.00(as presented) for the EKM Moose Lodge Wisconsin Moose Lodge Pool Tournament.

**Motioned By:** Steve Kreklow

**Seconded By:** Joletta Kerpan

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

**No:** None

**Abstain:** President Bob Soderberg

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

- C. Request for funding from EKM Moose Lodge for the Wisconsin Moose Lodge Pool Tournament on October 18, 2025. (ACTION)

Approved - Motion and Discussion in Item B.

- D. Request for funding from the Germantown Historical Society for the 2025 Oktoberfest held at Dheinsville Historic Park September 27 - 28, 2025. (ACTION)

Germantown Historical Society President James Dix and Treasurer Sue Dix presented the need for funds for the 2025 Oktoberfest event held at Dheinsville Historic Park. They said that the Germantown Oktoberfest is still considered the 3rd best in the State, would be expanding their parking this year, and were happy to have the continued support from Stags Tavern for their volunteer shirts. Sue Dix advised that last year they received a \$5,000 grant from Washington County for the event, however she did not think these funds would be available as they were leftover COVID-19 funds. Lastly, James and Sue advised that the Germantown Historical Society would continue to share the Oktoberfest profits with those who work at the event (in 2024 it was the local 4-H Club, Hessen German Club, and the Washington County Humane Society).

**Motion:** Approve the request for funding in the amount of \$15,000.00 for the Germantown Historical Society's 2025 Oktoberfest.

**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)**

- E. Request for funding from The Tower Heritage Center for a Visitor Information Display at the Heritage Welcome Center within the historic Frisby-Wagner House in downtown West Bend. (ACTION)

The Tower Heritage Center Executive Director, Steve Stuckey, presented the need for funds for a Visitor Information Display at the Heritage Welcome Center within the historic Frisby-Wagner House (304 S Main St, West Bend). Stuckey provided background on the project, advising that the Heritage Welcome Center would feature hands-on exhibits for local and visiting families; promote community landmarks, events and history; and have a large room designated for pamphlets and community boards. The requested funds (\$5,500) would contribute to the project as a whole (overall project cost \$175,000) and, in particular, to the Village of Germantown display.

**Motion:** Approve the request for funding for \$5,500.00 (as presented) to the Tower Heritage Center for a Visitor Information Display at the Heritage Welcome Center

within the historic Frisby-Wagner House in downtown West Bend.

**Motioned By:** President Bob Soderberg

**Seconded By:** Trustee Rick Miller

**Yes:** Trustee Rick Miller, President Bob Soderberg, Administrator Steve Kreklow

**No:** None

**Abstain:** Member Jolitta Kerpan

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

F. Future Meeting Schedule (ACTION)

Member Jolitta Kerpan requested that the Tourism Commission discuss and set a meeting schedule. Trustee Rick Miller suggested meeting every other month and canceling meetings as needed. The Tourism Commission members agreed to meet on the second Monday of every odd month prior to the Plan Commission meeting, starting September 8, 2025.

**VII. ADJOURNMENT:**

The meeting was adjourned by Trustee Rick Miller at 6:09 PM.