

MEETING: REGULAR MEETING OF THE TOURISM COMMISSION
DATE & TIME: Monday, January 12, 2026 at 5:30 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 #: **2555 379 0393** Password: **m9HWbwmpU25** 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=m90d61fe45355404f6bce3fef7589af60>

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.

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. **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.*
- IV. **MEETING MINUTES:**
 - A. November 10, 2025 (ACTION)
 - B. November 17, 2025 (ACTION)
- V. **UNFINISHED BUSINESS:**
- VI. **NEW BUSINESS:**
 - A. Financial Update
 - B. Request for Funding for the 2026 Calendar Year by the Germantown Area Chamber of Commerce (ACTION)
 - C. Request for Funding from the Economic Development Commission for their Celebrate Germantown Video Campaign (ACTION)
- VII. **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.

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.

MEETING:	REGULAR MEETING OF THE TOURISM COMMISSION
DATE AND TIME:	Monday, November 10, 2025 5:30 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.*

The Tourism Commission meeting was called to order by Trustee Rick Miller at 5:31 PM.

II. **ROLL CALL:**

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

Absent: None

Excused: None

Also Present: Chief Deputy Clerk Kasie Miller, Kiwanis Representative/Bank Five Nine Assistant Vice President Branch Manager Cheri Shadeberg, and Visit Washington County Executive Director Kathy Meulemans and Board of Directors Vice President Patti Heinen.

- 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.*

Melanie Smythe(N140W17938 Cedar Ln) had questions regarding the Tourism Commission's hotel member and Visit Washington County's brochure.

IV. **MEETING MINUTES:**

- A. July 28, 2025 (ACTION)

Motion: Approve the Tourism Commission meeting minutes from July 28, 2025, 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 Kreklow provided a financial update to members, including year-to-date revenues and expenditures, and briefly explained the room tax processes.

B. Request for funding by the Germantown Kiwanis for Breakfast with Santa (ACTION)

Kiwanis Representative/Bank Five Nine Assistant Vice President Branch Manager Cheri Shadeberg presented the request for funds in the amount of \$5,000 for the 14th Annual Breakfast with Santa event. Shadeberg provided details of the event, their marketing strategies, and how the funds would be used.

Village President Soderberg and Member Kerpan recused themselves as they are members of Kiwanis as they thought there may be a conflict of interest. Administrator Kreklow and Trustee Rick Miller were in favor of this funding request. Due to the lack of a voting quorum, this item could not be voted upon. This will be forwarded to Village Attorney Brian Sajdak to review and advise if a conflict exists.

C. Request for funding from the Washington County Convention & Visitors Bureau (Visit Washington County) (ACTION)

Visit Washington County Executive Director Kathy Meulemans and Board of Directors Vice President Patti Heinen presented the request for funds in the amount of \$8,000 for 2026 promotional materials. Muelemans and Heinen provided an overview of the 2025 advertising done featuring the Village of Germantown, distribution amounts and locations, and future goals and promotional opportunities. Lastly, they provided details regarding the qualifications for one to have their information placed in their visitor's guide. Member Kerpan advised that although she is a member, she did not have a conflict of interest and would vote.

Motion: Approve the request for funding of \$8,000 for Visit Washington County.

Motioned By: President Bob Soderberg

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. ADJOURNMENT:

The meeting was adjourned by Trustee Rick Miller at 6:06 PM.

DRAFT

MEETING:	REGULAR MEETING OF THE TOURISM COMMISSION
DATE AND TIME:	Monday, November 17, 2025 5:15 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.*

The Tourism Commission meeting was called to order by Trustee Rick Miller at 5:15 PM.

II. **ROLL CALL:**

Present: Trustee Rick Miller, Village President Bob Soderberg, Member Jolletta Kerpan, Administrator Steve Kreklow

Absent: None

Excused: None

Also Present: Chief Deputy Clerk Kasie Miller

III. **UNFINISHED BUSINESS:**

- A. Request for funding by the Germantown Kiwanis for Breakfast with Santa
(ACTION)

Administrator Kreklow advised that at the November 10, 2025 meeting, President Soderberg and Member Kerpan wished to recuse themselves from voting on this item as they are members of Kiwanis and felt a conflict of interest if they voted. Although a vote was taken at the meeting with the two remaining members (Administrator Kreklow and Trustee Miller both in favor), it was determined that a quorum to vote did not exist; therefore, no action could be taken on this item.

Village Attorney Brian Sajdak reviewed this item and advised that President Soderberg and Member Kerpan do not have a conflict of interest being members of Kiwanis, as they have no financial interest and are not owners of the organization, therefore can vote on this item.

Motion: Approve the request for funding of \$5,000 for the Germantown Kiwanis Breakfast with Santa event.

Motioned By: President Bob Soderberg

Seconded By: Member Jolletta 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)

IV. ADJOURNMENT:

The meeting was adjourned by Trustee Rick Miller at 5:18 PM.

DRAFT

BUSINESS OF THE TOURISM COMMISSION

MEETING DATE: January 12, 2026

PLACEMENT: Discussion

ITEM TITLE: Financial Update

SUBMITTED BY:

SUMMARY EXPLANATION:

ATTACHMENT:

STAFF RECOMMENDATION:

ACTION BY COMMITTEE:

GERMANTOWN TOURISM COMMISSION

**REQUEST FOR FUNDING
CALENDAR YEAR 2026**

Funds may be requested by groups for events or projects that will bring visitors to the Village of Germantown

1. Event Name _____
Group Name Germantown Area Chamber of Commerce
Address N112 W16760 Mequon Rd, Germantown, WI 53022
Telephone Number & Email 262-255-1812 executive.director@germantownchamber.org
2. Responsible persons name Joletta Kerpan, Executive Director
Telephone (if different from above) _____
3. Amount requested \$35,000
4. Date by which funding is desired: Feb 1, 2026

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)

Please see

Goals of your event/project:

attached

Cost details:

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



Germantown Area Chamber of Commerce
Advancing the Success and Well Being of our Members
and the Community



Total 2026 Tourism Ask- \$35,000

Community Focused Activities

4th of July Parade - \$7,000

- This is the first year that the Chamber will be doing the Parade. We look to grow the parade and bring people to Germantown, we hire entertainment which brings their base of fans and new intrigue to the event
- There will be competition in getting acts due to having the event on the 4th of July, plus trying to get new improved acts
- We also help support student organizations by making donations to help cover any expenses incurred by being in the parade
- Clowns, Stilt Walkers, Outside Bands, characters and ability to add more and improve acts
- Germantown High School Marching Band & WarChix Cheer & Other School student groups

Christmas Festival - 5k Candy Cane Run/Walk & Jingle Bell Dash - \$4,000

- Event is a community giveback, affordable for our local families and attractive for those that come from other places and highlights Firemen's Park.
- Jingle Bell Dash is free to those who registered for the 5k
- Silver Circle - Timing company, announcements, signup website & Chamber time for advertising

Christmas Festival - Germantown Christmas Festival Parade - \$7,000

- To continue growing our parade and bringing people to Germantown, we hire entertainment which brings their base of fans and new intrigue to the event
- We also help support student organizations by making donations to help cover any expenses incurred by being in the parade
- Germantown High School Marching Band & Germantown High School Choir & WarChix Cheer
- Clowns, Stilt Walkers, River City Brass Band, costumed characters and ability to add more and improve festivities

Tannenbaum Trail - \$1,000

- Family friendly community event in which businesses and community members can share their holiday spirit to those attending Firemen's Park creating an inviting event showcasing the amenities of the park and creating a community atmosphere
- Light replacement/addition to the Official Christmas Tree, the Shelter or other holiday lighting in Firemen's Park
- Replacement of signs/items damaged by winter conditions

Advertising & Tourism

Community Guide Advertising– \$3,150

- Digital Marketing Campaign of our Community Guide on Milwaukee Digital Screens for 1 year – CTMedia
 - o Estimated over 6 million digital plays in the Milwaukee area
 - o 15 second commercial shown at about 40 screens in the Milwaukee area

Visit Washington County - \$700

- Advertisement in their yearly Community Guide that goes throughout the State
- 1/4 of page advertising Germantown events on the Germantown page

Express News Winter County Guide - \$500

- \$250 - 1/8-page color Tannenbaum Trail ad
- \$250 - 1/8-page color Christmas Festival ad

Tourism Center - \$5,600

- The Germantown Area Chamber of Commerce serves as a welcome center and resource for both residents and visitors
- Having a stand-alone facility does give people a place to go or call beside the village where they could get any information they need and helps lighten the load of village staff.
- Time to solicit and stock Tourism guides and share tourism guides with other local chambers/tourism sites
- Creation of welcome bags for new movers and businesses and solicitation of items from member businesses

Greater Valley Sports & Activities Family Newsletter & Website - \$800

- 1 Years worth of online advertising - Jan/Feb - Outdoor Park & Rec activities, Legion Bingo, Mar/Apr - Glow Walk, Easter Egg Hunt, May/June - Maifest, Jul/Aug - Music at the Pavilion, Sept/Oct - Oktoberfest, Nov/Dec - Christmas Festival/5k
- ¼ page ad in the quarterly print publication advertising similar to above
- Serves active, busy families in Greater Fox Valley

Advertising Time & Effort - \$3,000

- Gathering pictures, making graphics, working with contributors and Chamber members
- Updating website and events calendar daily to be current with activities and events in the area
- Collaborating with the advertising company to keep relevant information in the right markets
- Adding major Germantown community events, restaurants and entertainment to free Travel Wisconsin

Membership

Free Chamber Memberships - \$2,250

- Chamber membership for each Germantown hotel for free at the \$385 Membership value.
 - o Country Inn & Suites
 - o Super 8 Hotel
 - o Best Western
 - o Comfort Inn & Suites
- Chamber membership for Village of Germantown free at the \$710 value



Germantown Area Chamber of Commerce
Advancing the Success and Well Being of our Members
and the Community



Total 2025 Tourism Ask- \$30,200

Community Focused Activities

Germantown Christmas Festival Activities

5k Candy Cane Run/Walk & Jingle Bell Dash - \$3,000

- As a community giveback, we do not earn much revenue for this event but rather we keep the event affordable for our local families and attractive for those that come from other places and highlights Firemen's Park.
- Jingle Bell Dash is free to those who registered for the 5k
- \$3,000 - Covers Silver Circle - Timing company, announcements, signup website & Chamber time for advertising

Germantown Christmas Festival Parade - \$7,000

- To continue growing our parade and bringing people to Germantown, we hire outside entertainment which brings their base of fans and new intrigue to the event
- For those in Germantown who donate their time to make sure the student population is represented we also help support those student organizations by making donations to cover any expenses incurred by being in the parade or to help in their fundraising to cover costs
- Support Village of Germantown entities that spend time and manpower covering all the events of the day.
- \$2,000 – Germantown High School Marching Band & Germantown High School Choir & WarChix Cheer
- \$5,000 – Clowns, Stilt Walkers, River City Brass Band, and ability to add more and improve festivities

Tannenbaum Trail - \$2,000

- Businesses and Community members have time to introduce themselves to those attending Firemen's Park creating an inviting event showcasing the amenities of the park and creating a community atmosphere
- This event runs close to zero revenue as a family friendly opportunity but as an outdoor event, we spend excess on replacing items damaged by the winter conditions.
- \$1,000 – Light replacement/addition to the Official Christmas Tree, the Shelter or other holiday lighting in Firemen's Park
- \$1,000 – Covers Chamber time and extra materials put into the event that highlights the Village Park and facilities

Advertising & Tourism

Community Guide – \$9,000 covers two years

- Guide highlights the value of Germantown and will be placed at Welcome Centers throughout Wisconsin
- \$2,300 for Village of Germantown to have the inside front-page full-page ad space
- \$2,000 to be distributed equally as a credit among the Germantown hotels that advertise in the publication
- \$1,000 Replenishment of the guides at the Wisconsin Welcome Centers for one year
- \$3,700 for time and effort to put together the publication that has tourism value for two years
 - o Gathering pictures, writing articles, working with company, contributors and Chamber members
 - o Keeping links from the guide to website current

Tourism Center - \$5,000

- The Germantown Area Chamber of Commerce serves as a welcome center and resource for both residents and visitors to the community. The amount of traffic, whether on foot or through e-mail/phone, our office receives with the visitors and community members is outside the purview of the Chamber member focused role in which the Chamber membership pays for.
- Having a stand-alone facility does give people a place to go or call beside the village where they could get any information they need and helps lighten the load of village staff.
- Time to solicit and stock Tourism guides and share tourism guides with other local chambers/tourism sites
- Updating website and events calendar daily to be current with activities and events in the area

Greater Valley Sports & Activities family newsletter - \$700

- 1 Years worth of advertising - 6 publications - Jan/Feb - Outdoor Park & Rec activities, Legion Bingo, Mar/Apr - Glow Walk, Easter Egg Hunt, May/June - Maifest, Jul/Aug - Music at the Pavilion, Sept/Oct - Oktoberfest, Nov/Dec - Christmas Festival/5k

Travel Wisconsin - \$500

- Add major Germantown events to their online calendar
 - o Includes Maifest, Oktoberfest, 4th of July, Taste of Germantown, Music at the Pavilion, Christmas Festival, Performing Arts Center and other events as they come up to encourage travel to Germantown to a wider audience
- Covers Chamber time used to update and add all Germantown restaurants and entertainment to online calendar
- Tourism based activity as it is focused on all Germantown, not just Chamber Members

Visit Washington County - \$500

- Advertisement in their yearly Community Guide that goes throughout the State
- 1/8 of page advertising Germantown events on the Germantown page

Express News Winter Guide - \$500

- \$250 - 1/8-page color Tannenbaum Trail ad
- \$250 - 1/8-page color Christmas Festival ad

Membership

Free Chamber Memberships - \$2,000

- As a thank you to the Germantown Hotels and their tourism dollars, we would give them a Chamber membership for free each at a \$375 Membership value.
 - o Current Members – would lose the revenue offering free membership
 - Country Inn & Suites
 - Super 8 Hotel
 - Best Western
 - o Non-Member
 - Comfort Inn & Suites
- As a thank you to the Village of Germantown, we would give them a Chamber membership for free at the \$700 value they are currently paying to be a member

2025 Tourism Ask Data

Community Focused Events

Candy Cane Run/Walk

\$3000 Total

Silver Circle	\$2,935	
Chamber Time	\$65	\$3,000

Christmas Festival Parade

\$7000 Total

HS Participants	\$2,000	
Paid Acts	\$4,830	\$6,830

Tannenbaum Trail

\$2000 Total

Light Replacement - \$600 still outstanding	\$700	
Extra Posts	\$197	
Extra Signs	\$190	
DPW Thank you - \$400 still outstanding		\$1,087

Community Guide & Village Video

\$9,000

Village Front Page	\$1,695	
Hotel Ads	\$2,000	
CTM Media - Guide Distribution	\$540	
Time Effort	\$4,765	\$9,000

Tourism Center

\$5,000 Total	\$5,000	
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Greater Valley Sports & Activities Newsletter/Online Advertising

\$700 Total

Small Banner Ad	\$700	
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Travel Wisconsin

\$500 Total	\$500	
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Visit Washington County

\$500 Total

Advertisement	\$513	
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Express News County Winter Guide

\$500 Total

2 Advertisements	\$500	
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Chamber Membership

\$2,000 Total

Hotel Membership	\$1,500	
Village Membership	\$700	\$2,200

Total Spent \$29,330

Total Outstanding **\$1,000**

Grand Total \$30,330

Total Ask 30,200

BUSINESS OF THE TOURISM COMMISSION

MEETING DATE: January 12, 2026

PLACEMENT: Action Item

ITEM TITLE: Request for Funding from the Economic Development Commission for their Celebrate Germantown Video Campaign (ACTION)

SUBMITTED BY:

SUMMARY EXPLANATION:

ATTACHMENT:

1. Celebrate Germantown Request 260112

STAFF RECOMMENDATION:

ACTION BY COMMITTEE:

GERMANTOWN TOURISM COMMISSION

REQUEST FOR FUNDING CALENDAR YEAR 2026

Funds may be requested by groups for events or projects that will bring visitors to the Village of Germantown

1. Event Name Celebrate Germantown Video Campaign
Group Name Germantown Economic Development Commission
Address N112 W17001, Mequon Road, Germantown
WI 53022
Telephone Number & Email 262-250-4775 & SKreklow@germantownwi.gov
2. Responsible persons name Steven Kreklow
Telephone (if different from above) _____
3. Amount requested \$10,000
4. Date by which funding is desired: 1st Quarter 2026

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 Celebrate Germantown Video Campaign will promote Germantown businesses and events.

Goals of your event/project:

Increase residents and visitors patronizing local businesses.

Cost details:

Funding will be used to pay salaries and materials to produce videos.

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.