

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.