

MEETING: REGULAR MEETING OF THE TOURISM COMMISSION
DATE & TIME: Monday, June 8, 2026 at 5:00 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 #: **2555 035 5795** Password: **PpAjjJwX939** 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=m0e0ffe5015e34aa975780ef046c05fad>

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. May 11, 2026 (ACTION)
- V. **UNFINISHED BUSINESS:**
- VI. **NEW BUSINESS:**
 - A. Update Discover Germantown logo design (DISCUSSION/ACTION)
 - B. Determine Discover Germantown marketing and education communications strategy (DISCUSSION/ACTION)
 - C. Select specific upcoming events to cover and promote for Discover Germantown marketing and education campaign (DISCUSSION/ACTION)
 - D. Consideration of developing a process involving Discover Germantown to engage businesses in tourism promotion (DISCUSSION)
- 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

TOURISM COMMISSION AGENDA

June 8, 2026

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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, May 11, 2026 5:00 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.*

The Tourism Commission meeting was called to order by Interim Administrator Mitch Reynolds at 5:00 PM.

II. **ROLL CALL:**

Present: Village President Bob Soderberg, Member Joletta Kerpan, Interim Administrator Mitch Reynolds, Trustee Jan Miller

Absent: None

Excused: None

Also Present: Chief Deputy Clerk Kasie Miller, Kiwanis Secretary Elizabeth Green, EKM Moose Lodge Representative Anita Hauner and Vice President Mary Erenyi, Fourth of July Task Force Co-Chair Tom Barney, Park and Recreation Communications Coordinator Brenton Schimp.

III. **ELECTION OF TOURISM CHAIRPERSON:**

Motion: Nominate Trustee Jan Miller as the Tourism Chairperson

Motioned By: President Bob Soderberg

Seconded By: Member Joletta Kerpan

Yes: President Bob Soderberg, Member Joletta Kerpan, Interim Administrator Mitch Reynolds, Trustee Jan Miller

No: None

Abstain: None

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

The meeting was turned over to Trustee Jan Miller.

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

Motion: Nominate President Soderberg as the Tourism Vice Chairperson

Motioned By: Interim Administrator Mitch Reynolds

Seconded By: President Bob Soderberg

Yes: President Bob Soderberg, Member Jolitta Kerpan, Interim Administrator Mitch Reynolds, Trustee Jan Miller

No: None

Abstain: None

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

V. ELECTION OF TOURISM SECRETARY:

Motion: Nominate Member Jolitta Kerpan as the Tourism Secretary

Motioned By: Trustee Jan Miller

Seconded By: President Bob Soderberg

Yes: President Bob Soderberg, Member Jolitta Kerpan, Interim Administrator Mitch Reynolds, Trustee Jan Miller

No: None

Abstain: None

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

VI. 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 were no citizen comments.

VII. MEETING MINUTES:

A. March 9, 2026 (ACTION)

Motion: Approve the March 9, 2026 Tourism Commission meeting minutes as presented

Motioned By: President Bob Soderberg

Seconded By: Member Jolitta Kerpan

Yes: President Bob Soderberg, Member Jolitta Kerpan, Interim Administrator Mitch Reynolds, Trustee Jan Miller

No: None

Abstain: None

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

VIII. UNFINISHED BUSINESS:

IX. NEW BUSINESS:

- A. Request for funding from Kiwanis of Germantown for Taste of Germantown Event on July 23, 2026 (ACTION)

Motion: Approve the request for funding for the Taste of Germantown Event on July 23, 2026 for \$5,300.

Motioned By: Interim Administrator Mitch Reynolds

Seconded By: President Bob Soderberg

Kiwanis of Germantown's Secretary Elizabeth Green, presented the request for funds for the Taste of Germantown Event on July 23, 2026. Green advised that the request for funding would not be used to pay for beer or wine and could reduce their request for funding to \$3,933. President Soderberg advised that although he is a Kiwanis member, this request for funding would not prohibit him from voting. Discussion ensued regarding the Tourism Commission's scope on liquids and resalable items.

Motion to Amend: To approve the request for funding for the full amount and not to include any of the resalable items.

Motioned By: Interim Administrator Mitch Reynolds

Seconded By: President Bob Soderberg

Yes: President Bob Soderberg, Member Joletta Kerpan, Interim Administrator Mitch Reynolds, Trustee Jan Miller

No: None

Abstain: None

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

Results for the Motion as Amended:

Yes: President Bob Soderberg, Member Joletta Kerpan, Interim Administrator Mitch Reynolds, Trustee Jan Miller

No: None

Abstain: None

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

- B. Request for funding from EKM Moose Lodge #1238 for Motors at the Moose 19th Annual Car Show on August 15, 2026 (ACTION)

EKM Moose Lodge Representative Anita Hauner presented the request for funding for the 19th Annual Motors at the Moose Car show on August 15, 2026. Hauner advised the \$3,265 would go towards trophies (\$650), Temporary Use Permit fee(\$290), Express News advertising(\$1,500), and signage(\$825). Discussion ensued regarding the Tourism Commission's scope on permit reimbursement.

Motion: Approve the request for funding in the amount of \$3,265(as presented) for the 19th Annual Motores at the Moose Car Show.

Motioned By: President Bob Soderberg

Seconded By: Member Joletta Kerpan

Yes: President Bob Soderberg, Member Joletta Kerpan, Interim Administrator Mitch Reynolds, Trustee Jan Miller

No: None

Abstain: None

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

C. Request for funding for EKM Moose Lodge #1238 Conditional Use Permit Amendment (ACTION)

EKM Moose Lodge Representative Anita Hauner provided background history, advising that thirteen years ago the Moose Lodge's campground area was set up for weekend use for visiting members to stay during bowling or golf tournaments. The Moose Lodge's administration changes and lack of promotion of the campgrounds prompted their need to update their Conditional Use Permit when the pipeline workers showed interest in staying at the Moose Lodge's camping area. The Moose Lodge is amending their CUP's timeframe to be April 15 to October 15th and requesting tourism to provide funding in the amount of \$1,680 for the permit amendment.

Motion: Approve the request for funding in the amount of \$1,680 for the Conditional Use Permit Amendment for discussion purposes.

Motioned By: President Bob Soderberg

Seconded By: Member Joletta Kerpan

Discussion ensued.

The Tourism Commission advised that the Tourism dollars solely come from the Hotel/Motel Room taxes and approving this request would directly compete with the Hotel/Motel business, and would lessen the amount collected and granted by the Tourism Commission, therefore they would not approve this request for funding.

Results of the Motion:

Yes: None

No: President Bob Soderberg, Member Joletta Kerpan, Interim Administrator Mitch Reynolds, Trustee Jan Miller

Abstain: None

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

D. Request for funding from the 4th of July Task Force for 2026 Fourth of July Activities at Firemen's Park (ACTION)

Tom Barney, Co-Chair of the Fourth of the July Task Force, presented the request for funds for the 2026 Fourth of July Activities and provided a detailed list of activities. The Task Force will launch a sponsorship campaign where funds will be used towards advertising the event (newspaper ads, social media boosting, event signage) or expanding the event itself. Trustee Jan Miller is a Co-Chair of the Fourth of July Task Force and will abstain from voting.

Motion: Approve the request for funding in the amount of \$7,000 for the 2026 Fourth of July Activities at Firemen's Park.

Motioned By: President Bob Soderberg

Seconded By: Interim Administrator Mitch Reynolds

Yes: President Bob Soderberg, Member Joletta Kerpan, Interim Administrator Mitch Reynolds

No: None

Abstain: Trustee Jan Miller

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

E. Discover Germantown - Communication Strategy (ACTION)

Park and Recreation Communications Coordinator Brenton Schimp played a short video highlighting *Music at the Pavilion* and presented a Communication Strategy and pamphlet for the *Discover Germantown* campaign. Tourism Commissioners discussed the presented objectives and various events and challenges for content collection.

The Tourism Commission requested to see additional logo ideas, identify at least three upcoming events for content gathering (one being 4th of July), a review of the funds already spent on the campaign, and receive an updated communication strategy reflecting their discussion.

Motion: Table the Discover Germantown Communication Strategy to the next meeting.

Motioned By: Interim Administrator Mitch Reynolds

Seconded By: President Bob Soderberg

Yes: President Bob Soderberg, Member Joletta Kerpan, Interim Administrator Mitch Reynolds, Trustee Jan Miller

No: None

Abstain: None

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

X. **ADJOURNMENT:**

The meeting was adjourned by Trustee Jan Miller at 6:19PM.

BUSINESS OF THE TOURISM COMMISSION

MEETING DATE: June 8, 2026

PLACEMENT: Action Item

ITEM TITLE: Update Discover Germantown logo design
(DISCUSSION/ACTION)

SUBMITTED BY:

SUMMARY EXPLANATION:

ATTACHMENT:

1. Discover Germantown B Schimp logo1
2. B. Schimp Logo 2
3. B. Schimp logo 3
4. Citizen J Voyer Logo 1
5. Citizen J Voyer Logo 2

STAFF RECOMMENDATION:

ACTION BY COMMITTEE:



DISCOVER GERMANTOWN

Live — *Work* **Page 9 of 30** *Play*



Discover
Germantown

Live — Work — Play



DISCOVER GERMANTOWN



Live — Work — Play



discover

GERMANTOWN





— DISCOVER —
GERMANTOWN

BUSINESS OF THE TOURISM COMMISSION

MEETING DATE: June 8, 2026

PLACEMENT: Action Item

ITEM TITLE: Determine Discover Germantown marketing and education communications strategy (DISCUSSION/ACTION)

SUBMITTED BY:

SUMMARY EXPLANATION:

ATTACHMENT:

1. Discover Germantown Communication Strategy Draft #2
2. Discover Germantown - Intro

STAFF RECOMMENDATION:

ACTION BY COMMITTEE:



Discover Germantown Communication Strategy (Design TBD)

2

Introduction

Project overview and the key messages for the campaign

3

Target Audience

Campaign demographics and audience strategy statements

4-6

Platform Analysis

A look at campaign media platforms and uses

7

Key Objectives

Leading principles to guide the campaign

8

Action Plan

Start-up steps and needed resources



Bast Bell Muesum



Germantown PAC



Homestead Hollow Park



The Project

Discover Germantown is an initiative launched by the Tourism Commission to promote, inform, and educate the public about the opportunities, businesses, and events that make Germantown special. The project will incorporate the creation of strategic short-form videos, graphics, and photos that encourage people in Washington County and beyond to Discover Germantown.



Old Germantown

Key Messages

- **Germantown is a place to live, work and play**
- **Germantown is easily accessible to our neighbors**
- **Germantown offers a diverse level of tourism-driven activities**
- **There is always something new and exciting happening in Germantown**
- **Discover hometown hospitality when you visit Germantown**



Music at the Pavilion

Demographics

- Residents within Washington / Waukesha / Ozaukee county area
- Want to try new things but haven't found places that feel like home yet
- Value accessibility. They do not want to drive too far to find something to do
- Visited Germantown a few times, but have not found a reason to explore the community
- Potential visitors value authenticity and want to feel connected before they participate



Stix Golf Entertainment

Audience Strategy

- Interact with potential visitors by commenting / posting on community pages
- Collaborate with local businesses to create and promote content
- Evaluate and report on successful content
- Use surveys or polls to understand potential visitor's top interests
- Join relevant online groups, forums, and discussions

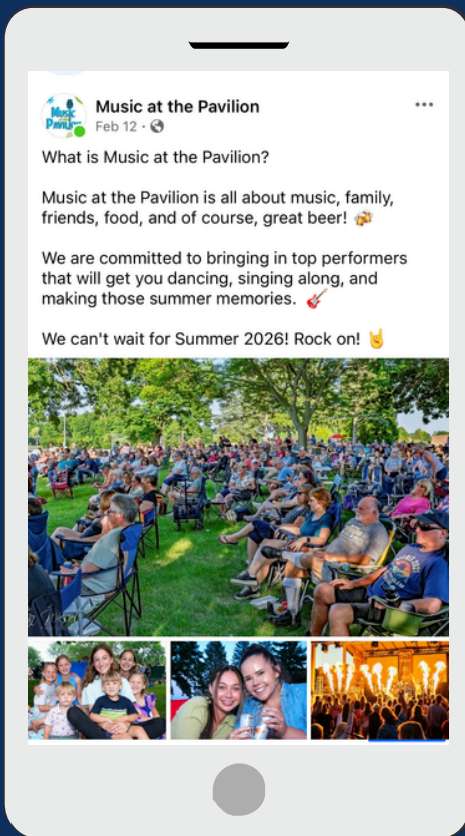


Apple Works Winery

Facebook

Leading content on Facebook will include:

- Vertical short-form video
- Photo highlight posts
- Event reminders
- Share community group activities and events
- Contests, giveaways, and announcements
- People-focused posts that highlight community members

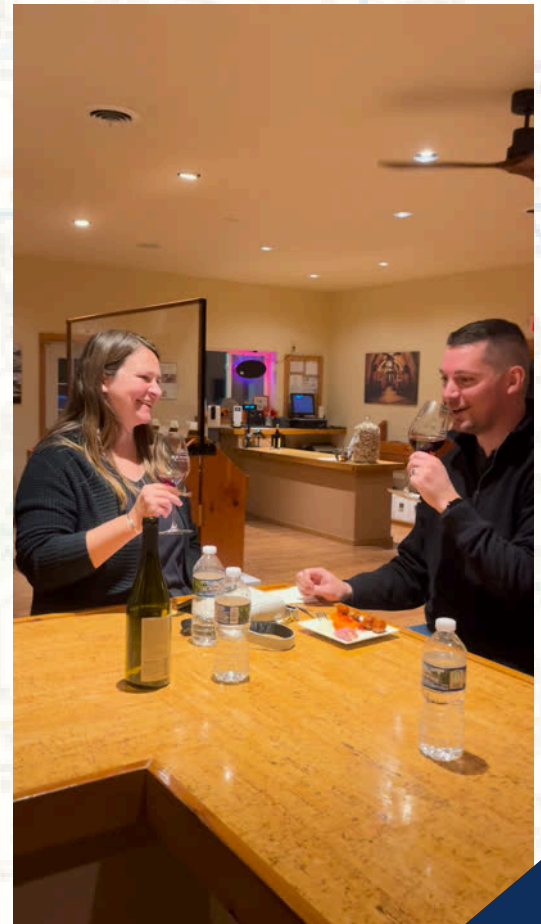


Why do these posts work well?

- These kinds of posts are informational
- Offer opportunities
- Are welcoming for those who might not be aware of the amazing things happening nearby

Facebook Content Strategy

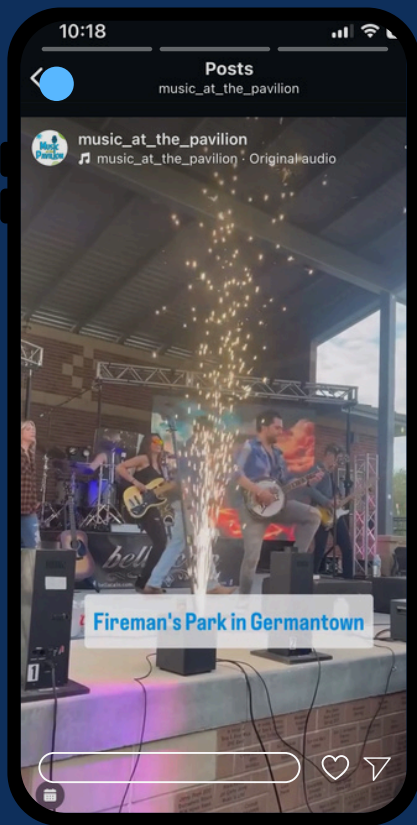
Facebook will be utilized to create quality content that encourages community participation and outside community interest. Goals will include outreach with community businesses, organizations, and residents with existing platforms. Content will follow the direct requests of the tourism commission by leveraging the correct format for each request. Ad buys will use geotargeting to reach nearby audiences and potential visitors.



Instagram

Leading content on Facebook will include:

- Vertical short-form video
- Photo carousels
- Story updates
- Use Visitor / Buisness generated content



Why do these posts work well?

- Use fast-paced videos with text to show local opportunities
- Strongest medium to show authenticity and encourage participation

Instagram Content Strategy

Instagram relies heavily on photos and videos, as opposed to text or graphic-driven content. Page continuity and production of trusted quality content are key. Instagram offers opportunities for creative content development that highlights Germantown's many attractions. Content will follow the direct requests of the tourism commission by leveraging the correct format for each request. Ad buys will use geotargeting to reach nearby audiences and potential visitors.

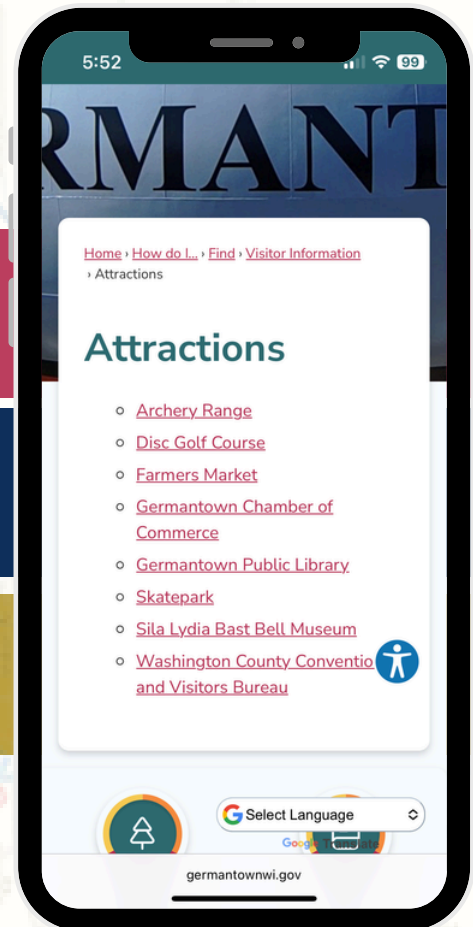


Website

To establish project legitimacy, the Village of Germantown's website should be updated with a project page that provides appropriate links to content.

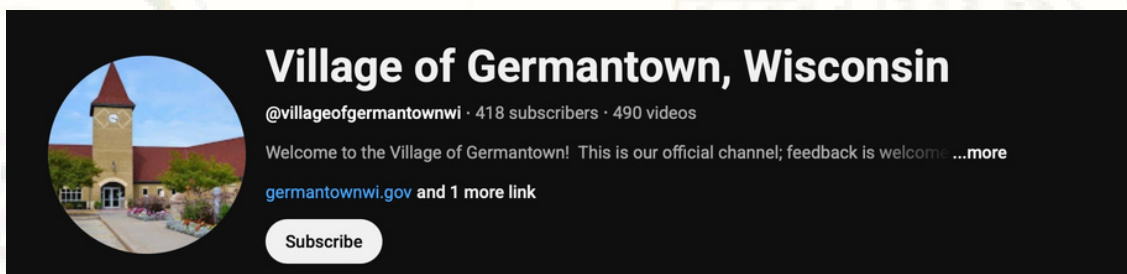
Website content and updates can include:

- A full update of the "attractions page"
- Articles
- Plan your trip guides
- Involvement sign ups



Youtube

The Village of Germantown's YouTube has been primarily used for Village of Germantown meetings. To demonstrate that Germantown offers more, vertical video shorts can be uploaded to the page.



Objective 1:

Educate Potential Visitors

- Provide details about upcoming events and activities
- Highlight the places that demonstrate Germantown's friendly and welcoming atmosphere
- Educate about cultural artifacts and Germantown history
- Help visitors make informed decisions and give them tools to increase traveling confidence



 Germantown Maifest

Objective 2:

Increase Overall Awareness of Germantown

- Encourage potential visitors to consider Germantown out when making attraction decisions
- Showcase Germantown as a strong competitor for top restaurants, entertainment, and events
- Build positive reinforcement of the Village of Germantown's identity
- Establish Germantown attractions as viable destinations for staycations



 Oktoberfest Germantown

Step 1

Make community connections that will promote the page

Step 2

The Tourism Commission will need to approve the events to cover

Step 3

Send out press releases, update website, create social platforms

Step 4

Start the Campaign

Von Rothenburg Bier Stube

Resources

- Purchase a quality phone for filming the project
- Discover Germantown email
- Funds for running ads
- The current labor estimate is between 2-4 hours per week to stay on budget
- Resources for running contests and drawings at the start of the campaign launch



Welcome to Germantown



By the Numbers



21,000+
population



3 hotels



30+
community events



28.4 miles

to Milwaukee Mitchell
International Airport



23 miles

to Downtown Milwaukee



15+

Eateries and restaurants

Why Germantown?



Parks Bring us Together

Whether you are learning disc golf, taking a jog, or cooling off in the splashpad, a Germantown park is waiting for you to explore.



Events for Everyone

With tons of community-centric events, you will be sure to find something for the whole family or the party-ready friend group.



We're Cooking Up Good Times

Find the perfect dining experience to match you. Germantown boasts popular locally owned and operated eateries, pubs, and coffee shops.



Hometown Vibes

When you visit Germantown, you are one of the neighbors. Feel at home as you experience the Germantown way.

Popular Events



Music at the Pavilion

Imagine hot summer nights, refreshing beverages, and great music from Wisconsin's top bands. Music at the Pavilion is an outdoor music series with 6 concerts per season. It's the largest event in Germantown, sure to get you dancing, singing, and celebrating the best of summer.



Maifest

Maifest is a traditional German festival hosted by the Deutschstadt Heritage Foundation that celebrates the arrival of Spring in Germantown. Think drinks, games, food, live music, and cultural traditions. You won't want to miss this experience.



Family Fun Carnival

Family Fun Carnival offers carnival-style games and bounce house fun. Be sure to come hungry because A Taste of Germantown food truck event is held on the same night. It's a bustling night with big top action for the whole family.

BUSINESS OF THE TOURISM COMMISSION

MEETING DATE: June 8, 2026

PLACEMENT: Action Item

ITEM TITLE: Select specific upcoming events to cover and promote for Discover Germantown marketing and education campaign
(DISCUSSION/ACTION)

SUBMITTED BY:

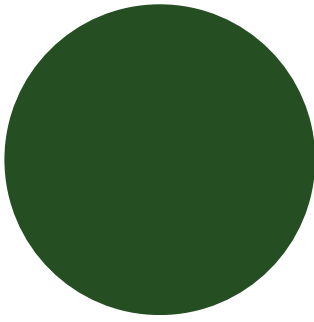
SUMMARY EXPLANATION:

ATTACHMENT:

1. Additional Info

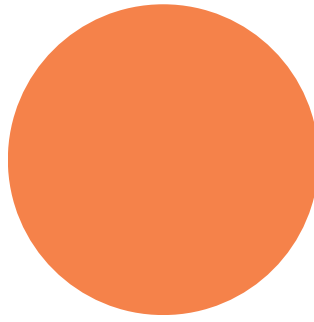
STAFF RECOMMENDATION:

ACTION BY COMMITTEE:



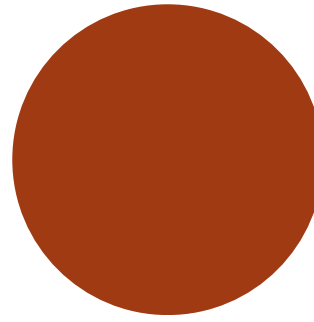
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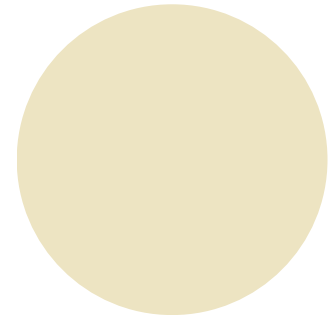
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#EDE4C2

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3 Events to Highlight

- Music at the Pavilion
- Oktoberfest
- Family Fun Carnival / Taste of Germantown

Community Organizations to Contact

Germantown Chamber of Commerce
 Germantown Park and Recreation
 Leadership Germantown
Deutschstadt Heritage Foundation
 Kiwanis of Germantown
 Germantown Historical Society
 Germantown School District
 Washington County
 Visit Washington County
 Washington County Parks
 Germantown Police Department
 Germantown Fire Department
 Germantown Youth Futures
 The American Legion Post #1
 Germantown Community Library

BUSINESS OF THE TOURISM COMMISSION

MEETING DATE: June 8, 2026

PLACEMENT: Discussion

ITEM TITLE: Consideration of developing a process involving Discover Germantown to engage businesses in tourism promotion (DISCUSSION)

SUBMITTED BY:

SUMMARY EXPLANATION:

ATTACHMENT:

STAFF RECOMMENDATION:

ACTION BY COMMITTEE: