

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 Jolletta 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 Jolletta Kerpan as the Tourism Secretary

Motioned By: Trustee Jan Miller

Seconded By: President Bob Soderberg

Yes: President Bob Soderberg, Member Jolletta 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 Jolletta Kerpan

Yes: President Bob Soderberg, Member Jolletta 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.