

MEETING:	REGULAR MEETING OF THE TOURISM COMMISSION
DATE AND TIME:	Monday, June 8, 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 Chairperson Trustee Jan Miller at 5:00 PM.

II. **ROLL CALL:**

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

Absent: None

Excused: None

Also Present: Chief Deputy Clerk Kasie Miller, Park and Recreation Communications Coordinator Brenton Schimp

- 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 were no citizen comments.

IV. **MEETING MINUTES:**

A. May 11, 2026 (ACTION)

Motion: Approve the May 11, 2026 Tourism Commission meeting minutes as presented

Motioned By: President Bob Soderberg

Seconded By: Interim Administrator Mitch Reynolds

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)

V. UNFINISHED BUSINESS:

VI. NEW BUSINESS:

A. Update Discover Germantown logo design (DISCUSSION/ACTION)

Park and Recreation Communications Coordinator Brenton Schimp presented several logo options, including the original logo provided by President Soderberg, three original logo designs created by Schimp, and two logo designs submitted by a member of the Economic Development Commission. The Tourism Commissioners discussed the presented logos, focusing on balancing modern aesthetics with Germanic heritage elements and the possible legal/branding concerns of using AI-generated logos. Commissioners expressed preference for the shield/crest-style logo created by Schimp and recommended possible modifications. Schimp emphasized the importance of having a flexible logo system with having alternate versions available.

Motion: Direct Brenton Schimp to create and present at least five(5) new logo iterations of the shield/crest design based on the Commissioner's feedback.

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)

B. Determine Discover Germantown marketing and education communications strategy (DISCUSSION/ACTION)

Schimp presented the revised Communication Strategy for the *Discover Germantown* campaign, emphasizing visitor education and awareness. The strategy was simplified by removing economic development objectives and age-specific demographics. Once the logo has been approved, the Communication Strategy will be updated to reflect the new logo/branding package.

Motion: Approve the presented Communications Strategy with the correction on the number of hotels in Germantown from three to four.

Motioned By: Interim Administrator Mitch Reynolds

Seconded By: Trustee Jan Miller

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

Schimp recommended three events to highlight given the current timeframe for launching the campaign. The Commissioners discussed Germantown's events and which to prioritize for promotion. Due to the pending logo finalization, the Commissioners decided to authorize staff to begin gathering content at key events to prepare for future campaigns. The Commissioners also discussed using a Fourth of July community photo contest to enhance/supplement their gathered content.

Motion: Instruct staff to gather content for Music at the Pavilion, Oktoberfest, Taste of Germantown, and to obtain content from the 4th of July parade and activities at Fireman's Park

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)

- D. Consideration of developing a process involving Discover Germantown to engage businesses in tourism promotion (DISCUSSION)

Schimp requested discussion of a strategy to engage local businesses in for the *Discover Germantown* campaign. Commissioners emphasized the need to balance fairness among the businesses, and discussed potential participation requirements and budget considerations/constraints. Schimp would develop and propose a process/form utilizing the Commissioner's discussion.

Lastly, Schimp presented a list of key local organizations to engage for collaboration in the *Discover Germantown* campaign. The goal is to foster partnerships that facilitate content sharing and event promotion. Commissioners requested adding the Germantown hotels/motels and other organizations to the list.

VII. ADJOURNMENT:

The meeting was adjourned by Trustee Jan Miller at 6:05PM.

