

Village of



MEETING: REGULAR MEETING OF THE TOURISM COMMISSION
DATE & TIME: Monday, August 24, 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 #: 2559 355 1476 Password: i3FPSnt2FB3 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=m4f0a65c6c6b888296b100259cb60def1>

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. July 13, 2026 (ACTION)
- V. **UNFINISHED BUSINESS:**
 - A. Review of Business Showcase Application for Discover Germantown (DISCUSSION AND POSSIBLE ACTION)
 - B. Discussion Regarding Contacting Community Organizations for Discover Germantown (DISCUSSION AND POSSIBLE ACTION)
 - C. Discover Germantown Financial Update/Budget Review (DISCUSSION)
- VI. **NEW BUSINESS:**
 - A. Defining "Tourism-Related Business" for Discover Germantown (DISCUSSION AND POSSIBLE ACTION)
 - B. Discover Germantown Project Timeline (DISCUSSION AND POSSIBLE ACTION)

- C. Discover Germantown Community Organization Contact List Approval and Mailing (DISCUSSION AND POSSIBLE ACTION)
- D. Request for funding from Kettle Moraine Kubb/Kubb Clubs America, INC for US Kubb Club Championship 09/11/2026-09/13/2026 held at Buzdum's Pub & Grill W188N10515 Maple Rd (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.

BUSINESS OF THE TOURISM COMMISSION

MEETING DATE: August 24, 2026

PLACEMENT: Action Item

ITEM TITLE: July 13, 2026 (ACTION)

SUBMITTED BY:

SUMMARY EXPLANATION:

ATTACHMENT:

1. Draft Tourism Minutes 07.13.26

STAFF RECOMMENDATION:

ACTION BY COMMITTEE:

MEETING:	REGULAR MEETING OF THE TOURISM COMMISSION
DATE AND TIME:	Monday, July 13, 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: Trustee Jan Miller, Village President Bob Soderberg, Member Joletta Kerpan, Village Administrator Matt Trebatoski

Also Present: Chief Deputy Clerk Kasie Miller, and 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. June 8, 2026 (ACTION)

Motion: Approve the June 8, 2026 Tourism Commission meeting minutes as presented

Motioned By: Bob Soderberg

Seconded By: Joletta Kerpan

Yes: Jan Miller, Bob Soderberg, Joletta Kerpan, Matt Trebatoski

No: None

Abstain: None

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

V. UNFINISHED BUSINESS:

Motion: Move Unfinished Item A (Discover Germantown Logo Revision) to be discussed under New Business after Item B (Request for funding from Germantown Historical Society for 2026 Oktoberfest).

Motioned By: Bob Soderberg

Seconded By: Matt Trebatoski

Yes: Jan Miller, Bob Soderberg, Joletta Kerpan, Matt Trebatoski

No: None

Abstain: None

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

VI. NEW BUSINESS:

A. Tourism Fund Financial Update (DISCUSSION)

Administrator Trebatoski provided a financial update to members, including known year-to-date revenues and expenditures.

B. Request for funding from Germantown Historical Society for 2026 Oktoberfest on September 26-27, 2026 (ACTION)

Germantown Historical Society President James Dix and Treasurer Sue Dix presented their request for funds for the 2026 Oktoberfest event held at Dheinsville Park on September 26–27, 2026. James and Sue advised that the Germantown Historical Society would continue to share the Oktoberfest profits with those who work at the event (in 2025 it was the local 4-H Club, Hessen German Club, and the Washington County Humane Society). Additionally, they thanked the local 4-H Club for using their profits to purchase and donate back new grills to use at the event. For 2026, the event gained a new sponsor (Dielectric Manufacturing), and they noted additional banners will have to be purchased to assist with detouring around the Fond du Lac and Division Road closure. The Germantown Historical Society did not request a specific dollar amount as they are grateful for any amount that can be awarded.

Motion: To fund \$15,000 to the Germantown Historical Society for 2026 Oktoberfest on September 26-27, 2026.

Motioned By: Bob Soderberg

Seconded By: Joletta Kerpan

Yes: Jan Miller, Bob Soderberg, Joletta Kerpan, Matt Trebatoski

No: None

Abstain: None

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

- A. Discover Germantown Logo Revision (DISCUSSION AND POSSIBLE ACTION)

ITEM PREVIOUSLY LISTED IN UNFINISHED BUSINESS:

Park and Recreation Communications Coordinator Brenton Schimp presented seven logo revisions that incorporated feedback from the previous meeting. The Tourism Commissioners discussed the revisions presented and agreed on the green color palette, removal of the founding date for clarity and to avoid clutter, and centering the clock tower image and adjusting the stars.

Motion: Approve the *Final* logo design presented with the discussed modifications.

Motioned By: Bob Soderberg

Seconded By: Joletta Kerpan

Yes: Jan Miller, Bob Soderberg, Joletta Kerpan, Matt Trebatoski

No: None

Abstain: None

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

- C. Review of Business Showcase Application for Discover Germantown (DISCUSSION AND POSSIBLE ACTION)

Park and Recreation Communications Coordinator Brenton Schimp presented a draft Business Showcase Application form for local businesses to opt into the *Discover Germantown* video program. The form aims to manage participation fairly and to gather the necessary information for video promotions. Tourism Commissioners discussed the definition of tourism-related businesses, how to manage expectations of video production and promotion, ensuring the application process is transparent and equitable, and the removal of language regarding product launches and adding disclaimers. An updated form was requested to be presented at the next meeting, mentioning the potential for creation of a non-profit or event form.

- D. Discussion Regarding Contacting Community Organizations for Discover Germantown (DISCUSSION AND POSSIBLE ACTION)

Park and Recreation Communications Coordinator Brenton Schimp presented a draft letter to local community organizations to inform them about the *Discover Germantown* campaign and encourage participation. Commissioners discussed communication methods to utilize, email and physical letters, and emphasized that a dedicated social media page would enhance engagement and content distribution. Schimp will refine and re-present the letter to the Commission, adding in a contact email address, so that once the campaign launch date is finalized, the letters can be sent.

E. Discover Germantown Financial Update/Budget Review (DISCUSSION)

Park and Recreation Communications Coordinator Brenton Schimp presented an updated financial report for the *Discover Germantown* campaign, showing that approximately 13% of the budget has been used. Commissioners agreed to continue including *Discover Germantown* financial updates at future meetings.

F. Request for Equipment Purchase (Video Recording Device and Storage) for Discover Germantown (DISCUSSION AND POSSIBLE ACTION)

Park and Recreation Communications Coordinator Brenton Schimp presented the request to purchase a dedicated video recording device and storage for the *Discover Germantown* campaign. Instead of using his personal phone for gathering content, he recommends the purchase of an unlocked iPhone, one without a monthly plan, that would be owned by the Tourism Commission/Village for use.

Motion: Approve the request for the equipment purchase of a video recording device and storage not to exceed \$1,000.

Motioned By: Bob Soderberg

Seconded By: Jan Miller

Yes: Jan Miller, Bob Soderberg, Joletta Kerpan, Matt Trebatoski

No: None

Abstain: None

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

VII. **ADJOURNMENT:**

The meeting was adjourned by Trustee Jan Miller at 6:18PM.

BUSINESS OF THE TOURISM COMMISSION

MEETING DATE: August 24, 2026

PLACEMENT: Discussion

ITEM TITLE: Review of Business Showcase Application for Discover Germantown (DISCUSSION AND POSSIBLE ACTION)

SUBMITTED BY:

SUMMARY EXPLANATION:

ATTACHMENT:

1. Buisness Showcase Application Draft 2

STAFF RECOMMENDATION:

ACTION BY COMMITTEE:

Contact Information:

Company

Today's Date:

Address:

City:

Primary Contact Name:

Phone Number:

Email:

Website:

Your Social Media:



Questionare:

Please provide a short description of your business:

What is your brand's voice and tone? (e.g., professional, funny, friendly)

Is there anything else you would like to communicate to the tourism commission?

I want to participate in the Discover Germantown social media campaign. I acknowledge that I am a tourism-related business within the Village of Germantown. I agree to be contacted by a Discover Germantown representative to schedule the filming of one short-form social media video and photos to highlight my business (one-time-per-year benefit) upon approval by the Tourism Commission. I agree that all photos and videos are the property of the Village of Germantown Tourism Commission. I understand that completion of this form does not guarantee Tourism Commission approval or that my request is automatically renewed each year.

By signing below, I acknowledge that I have opted into the Discover Germantown program and will receive occasional coverage by the Discover Germantown social media accounts. Discover Germantown reserves the right to release general promotional content without explicit approval.

Signature:

Date:

BUSINESS OF THE TOURISM COMMISSION

MEETING DATE: August 24, 2026

PLACEMENT: Discussion

ITEM TITLE: Discussion Regarding Contacting Community Organizations for
Discover Germantown (DISCUSSION AND POSSIBLE ACTION)

SUBMITTED BY:

SUMMARY EXPLANATION:

ATTACHMENT:

1. 2027 Event Application
2. Letter Option 1-
3. Letter Option 2

STAFF RECOMMENDATION:

ACTION BY COMMITTEE:

Contact Information:

Organization

Today's Date:

Primary Contact Name:

Phone Number:

Email:

Website:

Organization Social Media:

☐☐

Questionnaire:

Please list your upcoming tourism related events:

Is there anything else you would like to communicate to the tourism commission?

I want to participate in the Discover Germantown social media campaign. I acknowledge that the above-listed events are tourism-related events within the Village of Germantown. I agree to be contacted by a Discover Germantown representative to schedule the filming of short-form social media videos and photos to highlight my event(s) upon approval by the Tourism Commission. I understand that completion of this form does not guarantee Tourism Commission approval or automatic renewal for annual events.

By signing below, I acknowledge that I have opted into the Discover Germantown program and will receive occasional coverage by the Discover Germantown social media accounts. Discover Germantown reserves the right to release general promotional content without the explicit approval of my organization.

Signature:

Date:



10 January 2027

To:
Community Organization

The Germantown Tourism Commission is excited to announce the launch of Discover Germantown. The Discover Germantown initiative is a social media campaign designed to attract potential visitors to discover all of the incredible events and activities happening right here in Germantown.

In 2027, the Discover Germantown social media pages will launch, providing short-form video and social media content that will explore our amazing locations, events, and businesses. This program aims to educate, inform, and excite the public about the amazing tourism opportunities in our community.

Our goal in this initiative is to partner with YOU. Through this new program, we want to showcase the amazing events, programs and activities you host. This program is a full collaborative effort that aims to help you reach wider audiences inside and outside our community. Attached to this email, you will find our information packet about the Discover Germantown campaign.

Our team is currently working to capture content from community events that have a tourism-centered focus. We may want to visit your next tourism-related event.

To get started, could you please provide the information below to our team?

- A list of the tourism-focused events your organization operates.
- The main contact between your organization and the Discover Germantown representative. (Our representative may reach out to organize filming, photo shoots, photo sharing, etc.)

The events you list will go before the Tourism Commission for review and may be selected to be featured on the Discover Germantown social media pages and the Village website's tourism page.

We cannot wait to get started on this adventure together. Let's team up to help new visitors Discover Germantown.

Sincerely,
Germantown Tourism Commission



10 January 2027

To:
Community Organization

The Germantown Tourism Commission is excited to announce the launch of Discover Germantown. The Discover Germantown initiative is a social media campaign designed to attract potential visitors to discover all of the incredible events and activities happening right here in Germantown.

In 2027, the Discover Germantown social media pages will launch, providing short-form video and social media content that will explore our amazing locations, events, and businesses. This program aims to educate, inform, and excite the public about the amazing tourism opportunities in our community.

Our goal in this initiative is to partner with YOU. Through this new program, we want to showcase the amazing events, programs and activities you host. This program is a full collaborative effort that aims to help you reach wider audiences inside and outside our community. Attached to this email, you will find our information packet about the Discover Germantown campaign.

Our team is currently working to capture content from community events that have a tourism-centered focus. We may want to visit your next tourism-related event.

Could you do us a favor? Attached is our community event promotion form. This form will help us know about all of the tourism-related events your organization will be hosting.

The events you list will go before the Tourism Commission for review and may be selected to be featured on the Discover Germantown social media pages and the Village website's tourism page.

We cannot wait to get started on this adventure together. Let's team up to help new visitors Discover Germantown.

Sincerely,
Germantown Tourism Commission

BUSINESS OF THE TOURISM COMMISSION

MEETING DATE: August 24, 2026

PLACEMENT: Discussion

ITEM TITLE: Discover Germantown Financial Update/Budget Review
(DISCUSSION)

SUBMITTED BY:

SUMMARY EXPLANATION:

ATTACHMENT:

1. Brenton Germantown Video Campaign Wages

STAFF RECOMMENDATION:

ACTION BY COMMITTEE:

Payroll Date	Hours	Rate	OT Rate	Wages	FICA	WRS	
11/4/2025	3	20.0445	30.06675	90.20	6.90	6.27	
11/18/2025	4.25	20.0445	30.06675	127.78	9.78	8.88	
12/2/2025	1	20.0445	30.06675	30.07	2.30	2.09	
12/30/2025	1	20.0445	30.06675	30.07	2.30	2.09	318.72
3/24/2026	0.75	24.8523	37.27845	27.96	2.14	2.01	
4/21/2026	1.25	24.8523	37.27845	46.60	3.56	3.36	
5/5/2026	8	24.8523	37.27845	298.23	22.81	21.47	
5/19/2026	1.75	24.8523	37.27845	65.24	4.99	4.70	
5/19/2026	0.75	24.8523	37.27845	27.96	2.14	2.01	
6/2/2026	3.5	24.8523	37.27845	130.47	9.98	9.39	
6/16/2026	0.5	24.8523	37.27845	18.64	1.43	1.34	
6/30/2026	1	24.8523	37.27845	37.28	2.85	2.68	
7/14/2026	7.25	24.8523	37.27845	270.27	20.68	19.46	
7/28/2026	2	24.8523	37.27845	74.56	5.70	5.37	
8/11/2026	1.5	24.8523	37.27845	55.92	4.28	4.03	
8/25/2026	2.25	24.8523	37.27845	83.88	6.42	6.04	
							<u>1,305.84</u>
							<u><u>1,624.56</u></u> Total spent to date

BUSINESS OF THE TOURISM COMMISSION

MEETING DATE: August 24, 2026

PLACEMENT: Discussion

ITEM TITLE: Defining "Tourism-Related Business" for Discover Germantown
(DISCUSSION AND POSSIBLE ACTION)

SUBMITTED BY:

SUMMARY EXPLANATION:

ATTACHMENT:

STAFF RECOMMENDATION:

ACTION BY COMMITTEE:

BUSINESS OF THE TOURISM COMMISSION

MEETING DATE: August 24, 2026

PLACEMENT: Discussion

ITEM TITLE: Discover Germantown Project Timeline (DISCUSSION AND POSSIBLE ACTION)

SUBMITTED BY:

SUMMARY EXPLANATION:

ATTACHMENT:

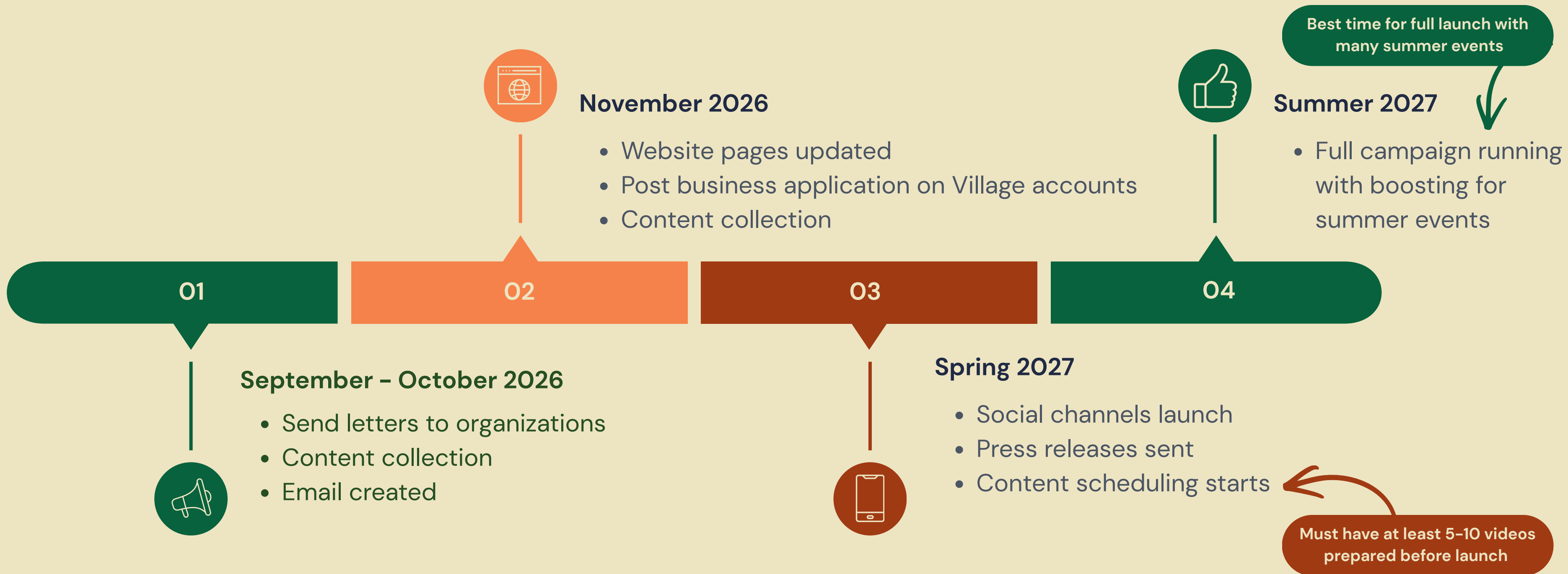
1. Timeline for Discover Germantown

STAFF RECOMMENDATION:

ACTION BY COMMITTEE:

Discover Germantown

Timeline



BUSINESS OF THE TOURISM COMMISSION

MEETING DATE: August 24, 2026

PLACEMENT: Discussion

ITEM TITLE: Discover Germantown Community Organization Contact List
Approval and Mailing (DISCUSSION AND POSSIBLE ACTION)

SUBMITTED BY:

SUMMARY EXPLANATION:

ATTACHMENT:

1. Community Organizations to Contact

STAFF RECOMMENDATION:

ACTION BY COMMITTEE:

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**
- **Germantown Community Coalition**
- **The Moose - Eastern Kettle Moraine Lodge 1238**
- **Germantown PAC**
- **Germantown Gridiron Club**
- **Germantown K9 Fundraising Organization**

BUSINESS OF THE TOURISM COMMISSION

MEETING DATE: August 24, 2026

PLACEMENT: Action Item

ITEM TITLE: Request for funding from Kettle Moraine Kubb/Kubb Clubs America, INC for US Kubb Club Championship 09/11/2026-09/13/2026 held at Buzdum's Pub & Grill W188N10515 Maple Rd (ACTION)

SUBMITTED BY:

SUMMARY EXPLANATION:

ATTACHMENT:

1. FINAL US Kubb Club Championship at Buzdums 9.11-9.13_Redacted

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 US Kubb Club Championship (9/11-9/13)
Group Name Kettle Moraine Kubb / Kubb Clubs America, Inc
Address Hosted at Buzdum's Pub & Grill W188N10515 Maple Rd
Telephone Number & Email [REDACTED]
2. Responsible persons name Sharon Brandenburg
Telephone (if different from above) [REDACTED]
3. Amount requested 2000.00
4. Date by which funding is desired: 09/11/2026

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)

Kubb Clubs America, a local 501(c)(3) charitable organization is presenting the inaugural, annual US Kubb Club Championship, September 11-13, at Buzdum's Pub & Grill. The event is hosted by Kettle Moraine Kubb, a local club that sponsors leagues and learn-to-play events throughout the Germantown area. This family-friendly weekend Championship event will bring club teams and fans from throughout the Midwest and beyond, competing in the kubb tournament, and enjoying the music, food trucks and festivities with players and new friends. Modeled after the successful National Kubb Championship held annually in Eau Claire, it will bring attention to the exciting potential for kubb in our schools. The event also includes Friday qualifying rounds, Karaoke, and live music Saturday evening following the awards presentations and podium festivities. The weekend event concludes with a closing session and breakfast Sunday morning. 40 hotel rooms are blocked at Comfort Inn & Suites on Maple Rd. This annual US Kubb Club Championship is committed to Germantown, as long as facilities and logistics continue to be favorable.

Goals of your event/project:

All proceeds from the event will be used for the School Kubb Initiative developed by Kubb Clubs America, to bring organized Kubb to schools in Wisconsin, beginning with 4 school districts, including Germantown. The mayor of Eau Claire has proclaimed their official identity as the Kubb Capital of North America, where their annual Tournament has been named the Best Sports Event by the Eau Claire Visitors Bureau for the past three years, eclipsing even the many UW-Eau Claire events. It is our hope to replicate that success here, in the larger demographic of this area, to lend support and credibility to the School Kubb Initiative.

Cost details:

Kubb Clubs America has budgeted, and committed \$15,000 to bring this inaugural event to Germantown. Basic cost breakdown: equipment and rentals \$5,000, music \$2,500, awards \$3,000, promotion \$4,000, administration \$500. The \$2,000 request would help defray costs of preparing the event space, including the rental of equipment and shelter to counter any inclement fall weather contingencies.

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.