

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.