Tourism/Community Betterment Committee
Meeting Minutes 3/11/13

Meeting was called to order at 6:00pm by Chairman Al Vanderheiden.

Members Present: Chairman Vanderheiden, Adair, Brady, Brownell, Ciurro, Grgich, Hutchison, Rogers

Approval of Minutes: Brady moved to approve the minutes of the 11/26/12 meeting as presented; Adair seconded. Motion carried.

New Business:

A. Request for Funds

1. **Historic Preservation Commission** - $24.70 presented by Mary Brownell in Denise Hoinacki's absence. This dollar amount represents the sales tax on the invoice for the Driving Tour Brochure printing, for which funds were approved and paid. The tax-exempt status of the Historic Preservation Commission was not in place at the time of this billing, but is now effective for future projects. Hutchison moved to approve the request for $24.70 to cover sales tax on the brochure printing; Brady seconded. Motion approved.
2. **Deutschstadt Heritage Foundation** - $2,500 reapplication for 2012 Mai Fest presented by Charlie Hargan. In the past, notice was sent from the clerk's office that the check was ready to be picked up; if a notice was sent last year, Charlie didn't see it.
    a. The clerk's office did not have any receipts for which to generate a check. This came to Deutschstadt Heritage's attention after the 60 days following the event deadline had passed.
    b. Even though this request was approved for the 2012 event, and there are sufficient funds to cover it, concern was expressed about setting a precedent for other groups applying for funds. A notation needed to be made somewhere indicating this would be a one time exception so it doesn't become usual.
    c. Since so much time has passed, it is obvious the event didn't need the funds to be held; however it does reduce the operational funds of the organization.
    d. Brady moved to approve re-funding the 2012 request of $2,500; Hutchison seconded.
    e. Vanderheiden moved to amend the motion to indicate this is a non-precedent setting action and future re-requests are approved on their own merit; Ciurro seconded. Amended motion approved.
    f. Original motion approved.

Deutschstadt Heritage Foundation - $2,500 for 2013 Mai Fest presented by Charlie Hargan. This request is for the annual Mai Fest festival that takes place the third weekend in May. The festival provides food, music and entertainment for not only Germantown residents, but also visitors from outside the community. Some of the major expenses include entertainment, tent, and advertising. Brownell moved to approve $2,500 for the 2013 Mai Fest event; Rogers seconded. Motion approved.

3. **Leadership Germantown; TreeStock Benefit Concert** - $2,500 presented by Andy Voss. 2013 will be the second year of the event which started as a Leadership Germantown project. It is being continued this year by a few members from last year's project and taken on by this year's class.

a. Attendance last year was 650 representing visitors/bands from Green Bay, Kenosha and Madison. Their goal for 2013 is to double attendance.
b. The number of performing bands will be reduced from 5 to 3 with each playing longer. This saves money by not hiring two additional bands.
c. Funds from 2012 were used to add hanging baskets on Main Street. The group would like to continue to support the hanging baskets for the future, plus possibly add workout stations at one of the parks and continue beautifying the parks as necessary.
d. The group is actively seeking sponsors to increase revenue. Sponsors are returning from last year and some new businesses are excited to be a part of the event.
e. Rogers moved to approve $2,500 for this year's Treestock event; Brady seconded. Motion approved.

4. **Kiwanis Club 4th of July Event** - $2,500 presented by Lynn Grgich. This is the first request for funds for this annual community event. Expenses include entertainment at the park, several parade entries that are compensated, signage for sponsors, port-a-johns. Waste Management was approached to see if they would consider sponsoring the port-a-johns for this event; no response at this time. Adair moved to approve $2,500 for this year's 4th of July event; Brady seconded; Grgich abstained. Motion approved.

5. **Washington County Convention & Visitors Bureau** - $5,000 for 2012 and $5,000 for 2013 presented by Elaine Motl. Elaine is applying for funding for both years due to some confusion as to application date and which year the approval was attributed to. She was applying for funds for the following year's budget; this committee works with funds that are already set aside and doesn't have to forecast a budget of funds. This procedure is different from the other municipalities she works with. Elaine last presented in 2011 thinking it was for the 2012 year. When she didn't receive a check by the end of the year, she started checking into why.
    a. Elaine put together packets of information showing how the Washington County Convention & Visitors Bureau promoted Germantown pretty extensively in 2012.
    b. The Washington County Visitors Guide publication is their biggest promotional vehicle with 60,000 printed annually. There were 8 specific locations within the guide promoting Germantown. The guides are inserted into certain area newspapers i.e. Chicago
    c. Events are promoted via social media and Twitter
    d. In March 2012, a Tourism Summit was organized for Germantown businesses to talk about how to make the most of tourism which is the #3 industry in the state.
    e. Key Milwaukee Magazine is a publication in which the WCCVB places an ad promoting "Escape to Washington County" and features a photo of a Germantown park. This piece is distributed all over Southeastern WI. Milwaukee is #1 in the state of Wisconsin for tourism; WCCVB is trying to piggyback on their success.
    f. All the state Gateway Rest Stops have a supply of the Washington County Visitors Guide.
    g. The WCCVB did an ad campaign in Chicago and has evidence of increased activity on the website and an increase in requests for visitor packets for Washington County.
    h. It was brought to Elaine's attention that recognition needed to be given to this committee whenever funding is approved. She indicated she can still

get that information into the 2013 Visitor's Guide which is being laid-out right now and will be available for distribution the end of March.

i. Brady moved to recommend approval by the Village Board for $5,000 for both 2012 and 2013, based on the explanation of transition in the organization; Ciurro seconded.
j. Rogers moved to amend the motion to indicate this is a non-precedent setting action and future re-requests will be approved on their own merit; Ciurro seconded. Motion approved.
k. Original motion approved.

B. Review of Policy & Procedures for Tourism

Chairman Vanderheiden asked the Village Attorney for an updated interpretation of the proper uses for the funds to be distributed through the Village's Tourism and Betterment Committee. Attorney Brian Sajdak provided a memorandum outlying the statute and gave some examples of approved and unapproved uses.

C. Review Financial Balances

An accounting of the Tourism/Betterment Fund for 2012 with approved requests, funding paid out, balance remaining and funds allocated for 2013, was presented and reviewed by the committee.

Meeting was adjourned at 7:35pm
Respectfully submitted by,
Lynn Grgich