Tourism/Community Betterment Committee
Meeting Minutes May 29, 2013

Meeting was called to order by Chairman Al Vanderheiden at 6:10pm

Members present: Chairman Vanderheiden, Adair, Brady, Brownell, Ciurro and Rogers
Grgich absent and excused

Approval of Minutes: Motion was made and carried unanimously to approve minutes of March 11, 2013

New Business:

A. Request for Funds

1. Freistadt 4-h Friends

Presentation by Linden Pohland. In 2012 the 4-H Friends applied for and received a grant to do work in Friedenfeld Park. Brett Altergott had given advice on what planting would be appropriate, such as plantings in the median.

Phase 2 would consist of installing trees and mats near the playground. Trees would be ordered from Johnson's Nursery and the mats would go at the end of the slides. DPW would assist the club in the planting of the trees. This would be considered a large community project for the club which consists of approximately 50 members.

Discussion was, Is this a parks project or a 4-H project and does this apply to Betterment funds. Since the use of the park brings in many from outside Germantown tourism money would be appropriate.

Motion by Rogers, Adair second to approve $1,500 for the purchase and planting of trees but not to fund the mats. Passed unanimous

2. Leadership Germantown – Kidstock

Presentation by Brian Breest. The focus of Kidstock will be family and kids. Rental of a dunk tank, Park and Rec to supply rec items, Kiwanis with food. Mailings more local to slightly outside Germantown. Posters to be distributed. Utilizing Tree Stock as a model.

Discussion was not to include T-shirts, insurance, food, water, signage, or DJ. Banners and mailings would apply as promotional tools.

Motion by Rogers, Adair second to approve $1,500 for promotional advertising. Passes unanimous

3. Germantown Area Chamber of Commerce proposal to consider John McGiverns Around the Corner sponsorship.

Discussion was that this has merit but more information is necessary. Contact Sue to see if a presentation could be made to both the Tourism Committee and a VB Committee of the Whole.

B. New Website Tourism Page
Would bring in Joe when the website is up and running to explain how a page can be developed.

C. Discussion/Action on Guidelines
No Action taken.

Meeting was adjourned at 8:10pm
Respectfully submitted by, Al Vanderheiden