

TOURISM/COMMUNITY BETTERMENT COMMITTEE

Meeting Minutes for 6/24/13

Held concurrently with the Committee of the Whole through Item III of the agenda

I. Meeting Called to Order:

6:05pm by President Dean Wolter, Village Board

6:07pm by Al Vanderheiden, Chairman of the Tourism/Community Betterment Committee

II. Members Present:

Village Board: All members present; Trustees Hughes and Werdeman joined by 6:10pm

Tourism/Betterment Committee: All members present except for an excused absence for Rogers

III. Presentation by MPTV; Around the Corner with John McGivern

Maureen Bradley, Director Corporate Development for MPTV presented on their program *Around the Corner with John McGivern* to spotlight the Germantown community. She showed two segments of the program; Madison and Waukesha for those who are not familiar with the series.

This program was brought to the Tourism Committee for consideration, realizing the funding exceeded committee approval levels. Tonight's presentation to the Committee of the Whole was to inform everyone as to what it was and get a feel if indeed it was something the committee would consider funding.

Here are some of the discussion points:

- MPTV is currently filming Season 3 to be aired starting January 2014. Each season is made up of 13 episodes, each aired 4 times that year. All 13 communities have been chosen for Season 3.
- Chances are slim that Germantown would be included in Season 3 (one of the other communities already chosen would have to fall through). It is more possible for Season 4 which would film summer 2014 and start airing in 2015.
- Being chosen as a spotlighted community does not depend on funding.
- Most filming is done during the summer months.
- Since MPTV does not have ads, programs are supported by sponsors. Season 4 of *Around the Corner* will depend on obtaining funding to cover production costs. An entire season of this program costs \$350,000.
- The communities are chosen by MPTV producers. MPTV does all the filming; research, editing, and they have 100% control of content. We are able to offer ideas for them to take into consideration.
- Viewership of Season 2 reached one million people. The program is carried not only on Channels 10/36 in our area, but also on their sister stations in Madison and ? It is re-aired in the fall.

- The smallest sponsor level is \$25,000. At this level, the sponsor receives a 10 second credit at the beginning or end of each episode of "Around the Corner with John McGivern". Sponsorship acknowledgement along with logo and direct link will be on the MPTC website. It will be seen every time someone views this program in any form.
- A list of communities featured in both Season 1 & 2 was handed out as well as those proposed for Season 3. The program is on in the Milwaukee area: Thursdays at 7pm; and Fridays at 8pm. Each episode is aired 2X in beginning of year and again 2X in fall; break for summer.
- A question was asked as to whether a link could be provided on our website to an episode featuring Germantown. Maureen will have to check into this. ****This would be an important factor in the decision.***
- A concern was expressed as to whether there would be enough content to do an episode on Germantown in order to choose us over another community. We don't have a lot of tourist attractions. It was pointed out that this series isn't just about tourism, but more so learning more about the communities as a whole.
- In regard to a community possibly not working out, what kind of reasons would cause this? Maureen wasn't able to share that information.
- A clarification was asked whether the seed money was \$100,000 or \$10,000. Total production cost is \$350,000. The lowest level of sponsorship is \$25,000. A community can't pay to be chosen.
- If the \$25,000 sponsorship money was paid and then the next season wasn't run, would that sponsorship money be refunded? ****This would also be an important factor in the decision.***
- A question was asked about how many have sponsored previously? Acuity sponsored for Sheboygan. It was suggested to visit the MPTV website and view the Sheboygan episode for an example for the type of promotion you receive for sponsorship.

Recess: 7:10pm

Re-convene: 7:15pm

The Tourism/Community Betterment Committee reconvened in the Village Hall Conference Room

IV. **Minutes:** The minutes of the 5/29/13 meeting were approved on a motion by Brady; second by Adair; and motion carried.

V. **New Business:**

Request for Funds:

1. Imagination Theatre: no one was in attendance to present for this group. The committee did not review the request; they may resubmit at a future meeting.
2. Payments of Invoice versus Receipts: Linden Pohland of the Freistadt 4-H Friends received approval for funds from this committee. Being a small non-profit, they do not have the resources to pay for the trees and then

submit a receipt for reimbursement. He asked if we would consider paying out on the invoice rather than the receipt. Brownell moved to authorize the clerk to pay off the invoice rather than a receipt for the Freistadt 4-H Friends group. This accommodation is being made for this application approval only. Motion seconded by Ciurro; motion carried.

- VI. **Adjournment;** the meeting was adjourned at 7:30pm by Chairperson Vanderheiden.

Respectfully Submitted By:
Lynn Grgich