

TOURISM/COMMUNITY BETTERMENT COMMITTEE

Meeting Minutes for 7/22/13

I. Meeting Called to Order:

6:00pm by Al Vanderheiden, Chairman of the Tourism/Community Betterment Committee

II. Members Present:

All members present except for an excused absence for Brownell

III. Minutes: The minutes of the 6/24/13 meeting were approved on a motion by Brady; second by Ciurro; and motion carried.

IV. New Business:

Request for Funds:

1. Imagination Theatre: Eric Salter & Ann Priote presented this request for up to \$2,400. In addition to the application information, these were some of the discussion points:

- a. ITOG (Imagination Theatre of Germantown) is run very frugally. Staff is paid at 50% of the usual compensation. Their aim with each production is to break even; they do intend to be a self-sustaining group.
- b. There is no performance or rehearsal space in Germantown specifically for the arts.
- c. LCLC (Lutheran Church of the Living Christ) has agreed to be their temporary "permanent home" for rehearsals and their productions. LCLC maximum capacity is 90-100 which also limits the amount of revenue.
- d. ITOG has checked into using the local schools. Some of the restrictions include:
 - i. Cannot be used after end of July
 - ii. Cannot be in the building if a sports team needs to be in the school due to weather, etc...
 - iii. Costs for custodial services
- e. Advertising is done through news articles, press releases, exchanges with similar groups from the surrounding areas in their playbills. These sources include GermantownNow, radio stations, TV interviews, First Stage, Menomonee Falls & Hartford groups.
- f. There are several free places where people go to "look" for productions.
- g. One half of the cast is from outside of Germantown, which brings in attendees from other areas. In the past, they haven't tracked where their audience is from; have tracked where audience heard about it. They know they have had visitors who were traveling in the area, saw an ad for a production, and came.

- h. The committee learned about the costs that go into putting on their productions such as royalty and rental for rehearsal material, orchestration rents, printing, and more.
 - i. The committee discussed funds being used for promotion of events. Could this group and their activities be considered tourism development?
 - j. Brady moved to approve \$2,400 to Imagination Theatre of Germantown to cover copyright holder costs; second by Ciurro. Motion carried.
- 2. Germantown Chamber of Commerce: \$2,000 request for the Germantown Christmas Festival presented by Lynn Grgich. This annual request is for funding for the community Christmas parade and Village Tree Lighting ceremony. One change for this year will be possibly adding an additional carriage at the tree lighting to better handle the free rides offered at this event. An income and expense breakdown of the previous year's events was provided to the committee.
Rogers moved to approve the \$2,000 funding request for the Germantown Christmas Festival; Adair seconded; Grgich abstained; motion carried.
- 3. Germantown Area Chamber of Commerce request MPTV program Around the Corner with John McGivern. There was nothing new to report and no further questions from the committee. Lynn is working on setting up visits with a few Germantown businesses to try to obtain additional monetary support for this production.

Review of Financial Balances: the committee reviewed the report for 2013. No questions from the committee.

- V. **Adjournment;** the meeting was adjourned at 7:09pm by Chairperson Vanderheiden.

Respectfully Submitted By:
Lynn Grgich