

TOURISM/COMMUNITY BETTERMENT COMMITTEE

Meeting Minutes for 10/14/13

I. Meeting Called to Order:

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

II. Members Present:

All members present except Ciurro who is excused.

- **Minutes:** The minutes of the 8/26/13 meeting were approved on a motion by Brady; second by Adair; and motion carried.
- **New Business:**
Request for Funds:
Germantown Historical Society, Oktoberfest, \$2,500 presented by Jeff Dhein.
Discussion:
 - Actual invoices were requested to verify more than \$2,500 was incurred in costs for marketing & promotion
 - It was noted that acknowledgement was given to the Tourism Committee for funding
 - These funds will not cover t-shirts which were sponsored by a specific business this year
 - The requested funds will be used for: print & radio ads, yard signs, large banners, Thank You signs. Estimated cost: \$5,000
 - Understanding that these costs will exceed the \$2,500 requested, the committee felt comfortable in approving this request.
 - The event for 2013 was great! Went through more food & beverages; add the Germantown wrestlers to take care of parking and added a golf cart to pick up anyone having difficulties getting from parking lot to festival. Park & Rec Department & Dept. of Public Works was wonderful to work with this year.
 - 2014 will be the 20th anniversary of the event

Rogers moved to approve \$2,500 for advertising costs for the Annual Hunsrucker Oktoberfest; Brady seconded; motion carried.

Friends of the Germantown Community Library, \$600 for Germantown Holiday Parade, presented by Lois Helberg.

Discussion:

- The library is celebrating its 50th Anniversary. To get more visibility they would like to rent storybook character costumes. Youth Futures students and other high school student volunteers would wear the costumes at the library during the Christmas Festival, and be featured as the Grand Parade Marshals representing the Germantown Library in the parade.
- It was questioned whether anyone wanting to be a parade entry could request funding if this were approved.

- It was noted the costumed characters were for more than the parade; actually they were for the anniversary celebration
- It was something the library could do to bring people in. They will be visiting with children at the library during the day, and then participate in the parade and come back to the library to continue visiting during the tree lighting activities.
- It was noted the Funding Application was probably titled in a way that made it confusing. Rather than the event being the *Germantown Holiday Parade* it should have shown **50th Anniversary of the Germantown Community Library**.
- It was suggested the event be promoted in other libraries in the surrounding communities.

Brownell moved to approve the \$600 request to rent storybook character costumes for the library's 50th anniversary; Adair seconded; Brady abstained; motion carried.

Washington County Convention & Visitors Bureau, \$5-\$10,000 Marketing for 2014, presented by Elaine Motl, Executive Director.

Discussion:

- Each committee member was presented with a folder containing examples of the marketing done in various publications, highlighting especially when Germantown was spotlighted.
- 2013 was a great year for tourism in Washington County; all Germantown hotels increased traffic & improved communications
- Big picture marketing: with Germantown being the Gateway to Washington County, as an example advertising & promotion for Holy Hill brings visitors through Germantown to get there.
- In reality, each individual community is a day trip; all marketed as a group warrants an overnight stay.
- Key Magazine had an article on Holy Hill! While ads are necessary, having a travel writer choosing to write on an area is more valuable.
- In April, the Wisconsin Dept. of Tourism, in a hired study, indicated Washington County moved up 7 notches in the amount of tourism revenue at \$7.8 million in Washington County.
- Misprinted guides were included in newspapers of Chicago suburbs; event attendance as well as website traffic increased as a result
- This request is for the committee to consider raising the amount given each year from \$5,000 which has stayed the same since 2006, to possibly \$7,500.
- Other municipalities contribute at a variety of levels; sometimes depending on number of hotels; although Richfield and Jackson still contribute without hotels.
- \$40,000 represents just the marketing budget of the WCCVB; total revenue for the organization is \$90,000; Washington County does contribute \$45,000
- There was concern Germantown was contributing 25% of the marketing budget while other communities not giving as much were also benefitting
- Even at the \$5,000 level, what does Germantown receive that others don't
- Elaine explained using the Visitors Guide; communities that don't contribute aren't listed. Photographs throughout the guide and community events are highlighted from these communities. Some choose to simply become a member,

which allows space in the booklet and the opportunity to purchase an ad at an additional cost.

- Germantown and West Bend are paying the biggest share: West Bend has given \$6,000 the past two years and has approved \$8,000 for 2014.
- Discover Wisconsin will be doing a segment on the Ice Age Trail in Washington County; free to us!

Brady moved to recommend approval to the Village Board of \$7,500 to the Washington County Convention & Visitors Bureau for marketing in 2014; Grgich approved; motion carried.

American Legion Post #1, \$1,600 for Live Reindeer Exhibit presented by Jami Sickler, new hall manager.

Discussion:

- The American Legion is the site partner of the Kiwanis Club for their Pancake Breakfast with Santa this year. It is an opportunity to bring families and visitors to the hall to increase awareness of its existence.
- The live reindeer exhibit will provide an even stronger draw to this event.
- The live reindeer are provided by a local business, Reindeer Games. They are at events throughout the area and there is some urgency to secure the exhibit.
- Promotion of the event will be via fliers, placemats to be distributed to restaurants throughout Germantown and Richfield, and at events held at the American Legion hall i.e. a Girl Scout cookie mom training session being held there; this will disseminate information to those in communities outside of Germantown, bringing visitors in. Also feel this will draw from Ozaukee County.
- "Funding provided by Tourism Committee" will be added to placemats.

Grgich moved to approve \$1,600 to bring live reindeer exhibit to the American Legion Hall in conjunction with the Kiwanis Pancake Breakfast; Brownell seconded; motion carried.

Because an invoice is not issued;

Rogers moved to pay upon presentation of contract from Reindeer Games to Clerk; Adair seconded; motion carried.

Adjournment; the meeting was adjourned at 7:10pm by Chairperson Vanderheiden.

Respectfully Submitted By:
Lynn Grgich