

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

MEETING: **TOURISM / COMMUNITY BETTERMENT
COMMITTEE**

DATE AND TIME: **MONDAY, JUNE 9, 2014 6:00 p.m.**

LOCATION: : ****Village Hall Conference Room A****

- I. **CALL TO ORDER:** This meeting has been given public notice in accordance with Wisconsin Statutes, Section 19.83 and 19.84 in such form that will apprise the general public and news media of subject matter that is intended for discussion and action.
- II. **ROLL CALL:** Chairperson Vanderheiden, Members Adair, Brady, Brownell, Ciarro, Grgich and Rogers.
- III. **APPROVAL OF MINUTES:** March 10, 2014 meeting
- IV. **NEW BUSINESS:**
 - A. **REQUESTS FOR FUNDS**
 1. **IMAGINATION THEATRE OF GERMANTOWN**
RIGHTS & ASSOCIATED COSTS FROM COPYRIGHT HOLDER -
\$2,500
 - B. **REVIEW OF FINANCIAL BALANCES**
- V. **ADJOURNMENT:**

UPON REASONABLE NOTICE, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service please contact the Village Clerk at (262)250-4740 at least 2 days prior to the meeting.

Notice is given that a majority of the Village Board may attend this meeting to gather information about an agenda item over which they have decision making responsibility. This may constitute a meeting of the Village Board per State ex rel. Badke v. Greendale Village Board, even though the Village Board will not take formal action at this meeting.

TOURISM/COMMUNITY BETTERMENT COMMITTEE

Meeting Minutes for 3/10/14

I. Meeting Called to Order:

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

II. Members Present:

All members present except Brownell and Rogers who are excused.

- **Minutes:** The minutes of the 10/14/13 meeting were approved on a motion by Brady; second by Adair; and motion carried.
- **New Business:**
 - A. **Request for Funds:**
Germantown Kiwanis Club, \$2,500 for the 4th Of July presented by Lynn Grgich with Judy Ketterer and Dennis Myers in attendance for the Kiwanis Club.

Discussion:

- This requested amount will cover the cost of one of the entertainments at the park (Downtown Harrison) and the cost of the port-a-johns.
- Comments from those on the committee: Downtown Harrison was thoroughly enjoyed, the whole day was fun for whole family.
- 2013 was very successful thanks to a perfect weather day
- There are other expenses, but more so associated with the parade portion whereas these two costs are for activities at the park.

Adair moved to approve \$2,500 to cover the cost of the entertainment and port-a-johns as listed; Brady seconded; Grgich abstained; motion carried.

Deutschstadt Heritage Foundation, \$2500 for 2014 Mai Fest Celebration presented by Charles Hargan.

Discussion:

- Mai Fest celebrates the planting season; whereas Oktoberfest celebrates the harvest. Both celebrations are German customs.
- This event brings many visitors from surrounding communities to Germantown; event organizers have tracked visitors from Illinois
- The cost of the tent alone is \$5800, which is an expense that is necessary for an outdoor festival.
- Mai Fest does advertise on radio, local and surrounding area newspapers, as well as fliers, and this event appears on the Travel Wisconsin website

Grgich moved to approve the \$2500 request by Deutschstadt Heritage Foundation for the 2014 Mai Fest event; Ciurro seconded; motion carried.

B. Deutschstadt Heritage Foundation 2013 Mai Fest Reimbursement Request Timing

Discussion:

- The request for funds for the 2013 Mai Fest event was approved 3/11/13. The event itself was held 5/17, 5/18 and 5/19/13. Our funding guidelines specify that funds need to be paid out by 60 days after the event or approval of the request, or the funds will be forfeited. To payout the funds, an invoice or invoices equaling the amount requested and approved must be provided at the Clerk's office.
- The funds for 2013 were requested and paid out January 22, 2014.
- This is the second time Deutschstadt Heritage Foundation has requested payout of approved funds after the deadline.
- They thought the funds for 2013 were already received. It wasn't until it was brought to their attention by the Clerk that an invoice was brought in to obtain the funds.
- Charles Hargan, as president of the club, indicated he will not allow this to happen again.
- Al Vanderheiden is of the belief that Germantown does a few events very well that do pull in visitors, such as Mai Fest. We have approved the funds, there is more than sufficient balance to cover all requests we've received, and yes Deutschstadt Heritage Foundation has to do a better job of being mindful of the deadline.
- Charles Hargan marked his calendar for early-July to request the funds.

A motion by Adair to reaffirm the payment made on January 22, 2014, for the 2013 approved request to Deutschstadt Heritage Foundation with the stipulation future payments will be requested by early July. Grgich seconded; motion carried.

An accounting of the Tourism/Betterment Fund for 2013 was provided and reviewed by the committee.

Adjournment; the meeting was adjourned at 6:45pm by Chairperson Vanderheiden.

Respectfully Submitted By:
Lynn Grgich

GERMANTOWN TOURISM / BETTERMENT FUND
REQUEST FOR FUNDING
CALENDAR YEAR: 2014

RECEIVED
APR 14 2014
OFFICE OF VILLAGE CLERK
VILLAGE OF GERMANTOWN

Funds may be requested by groups for Tourism Projects (projects or events that will bring visitors to the Village of Germantown).

1. Group Name: IMAGINATION THEATRE OF GERMANTOWN
Address: PO Box 271, GERMANTOWN Germantown, WI 53022
2. Responsible person's name: ERIC SALTER Phone No: 262-271-6892
3. Amount requested: \$2,500⁰⁰

MAXIMUM AMOUNT REQUESTED IS \$2500 PER REQUEST

4. Date by which funding is desired: 7/1/2014

Please complete this form in its entirety. Also, please submit an estimate for the project for approval. Upon completion of the project, receipts submitted will be matched against the detail costs to verify the final expenditure. Note the guidelines for funding requests listed on the reverse side of this form.

Event or project description: (Please provide details regarding your event or project)

We will be presenting 10 performances of Stephen Sondheim's INTO THE WOODS; 6 by an adult cast & 4 by a Young Performers cast (12-17 years old). It will be held at The Lutheran Church of the Living Christ, seating 85-100 people per performance.

Goals of your event/project:

Our goal is to continue building an arts program in GERMANTOWN; increasing the visibility to & appreciation of the arts within our own community, as well as pulling people from outside our community into GERMANTOWN.

Cost Details:

WE ARE REQUESTING \$2,500 to help cover the cost of royalties (which is just under \$3,000). Total cost for the production will be roughly \$17,000.

2nd or 3rd year applicants – please describe the results of the previous year's event/project:

LAST year's event (ANYTHING GOES) was a big success. We sold 86.9% of capacity, with 83% coming from outside Germantown. This spring, we produced another show - RUN FOR YOUR WIFE. We sold 95.4% capacity (458), with 66% coming from outside Germantown. For this production (INTO THE WOODS) we anticipate 900-950 people, with 70-75% from outside of GERMANTOWN. (584)

Tourism/Betterment Fund 2014

Carried over from 2013	\$ 41,644.81
Allocated for 2014	\$ 29,179.00
Total amount for 2014	\$ 70,823.81

Maximum amount to be requested \$2,500
Exception for Washington Co. Visitors Guide \$5,000

January 1, 2014	BEGINNING BALANCE	\$70,823.81	
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<u>Meeting</u>	<u>Approved</u>		<u>Paid</u>	<u>Date</u>
<u>WASHINGTON COUNTY CONVENTION & VISITORS BUREAU - FOR 2014</u>				
Advertising and Promotion	7,500.00	\$	7,500.00	2/15/2014
approved at 10/14/2013 Tourism and 11/18/13 Village Board				
 <u>3/10/2014</u>				
<u>KIWANIS CLUB OF GERMANTOWN</u>				
4th of July Celebration	2,500.00			
 <u>DEAUSCHSTADT HERITAGE FOUNDATION</u>				
2014 Mai Fest	2,500.00	\$	2,500.00	6/5/2014

TOTAL ALLOCATED	12,500.00
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Paid out to date	\$	10,000.00
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BALANCE TO DATE	\$	60,823.81
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