

GERMANTOWN TOURISM COMMISSION

Meeting Minutes for February 10, 2020

I. Meeting Call to Order:

5:30pm the meeting was called to order by Chairperson Carroll Merry

II. Roll Call:

Present: Patty Adair, Lynn Grgich, Carroll Merry, Judy Rogers

Excused: Ryan Rahl

Absent: Dan Wing

Judy Rogers noted an invitation was extended to new Commission members Jeff Hughes, Steve Kreklow and Rick Miller.

III. Citizen Input-none

IV. Approval of Minutes:

Minutes from the January 8, 2020, meeting were approved on a motion by Adair, second by Rogers. Approved unanimously.

V. Old Business None

VI. New Business

A motion was made by Grgich to move Item VI A to later on the agenda as their presenter was not yet present; seconded by Adair. Motion carried.

B. & C. Request for funds: Invoice from webmaster VisitGermantown.com

- a. See email response made a part of these minutes **Attachment #1**
- b. Nothing due, no final invoice to issue.
- c. Domain name is paid up through 2023.
- d. Both website and domain name are transferable.

A. Request for funds: EKM Moose Lodge presented by Mary Erenyi

Mary was presenting both a request for funds and an amendment to a previous request resulting in a change to an approved amount. We split the two items for discussion here:

1. **The EKM GMO (Greater Moose Open) State Tournament**, a statewide Moose mini-golf tournament being hosted by the local lodge.
2. This is 3rd year EKM Moose Lodge is hosting.
3. Last year they had teams from Green Bay, LaCrosse, Marinette, Muskego and Racine among others, but to demonstrate there were hotel stays generated by this event.
4. Request covers ads in their Annual Convention Booklet and Moose Bowling Tournament booklet, which precede the GMO. Along with a direct mailing to all Wisconsin Moose Lodges.

Rogers moved to approve \$345 to cover promotional expenses for the EKM GMO State Tournament as requested; seconded by Grgich. Motion approved unanimously.

This second item for discussion by the EKM Moose Lodge refers to a request approved at the December 4, 2019 Tourism Commission Meeting. The total amount approved was \$7,429.82 as itemized in the request.

1. This amendment refers only to the Advertisement in Moose Magazine.
2. Mary was notified by the Moose Magazine they would not allow the EKM Lodge ad promoting attendees consider staying outside the city of Milwaukee.
3. The EKM then changed their thinking to reach out directly to all 2700 Moose Lodges, both in the United States and Internationally, with a flier promoting attendees consider staying in local Germantown hotels.
4. The EKM, as listed in the previous request, will be offering not only shuttle service to and from the convention center from the Germantown hotels, but also a free tour of local attractions and businesses (ie: Holy Hill, House of Homemade Sausage, etc...)
5. Mary presented a quote from a local, Germantown printer for the cost of printing and mailing (see attachment) for \$3,391.37.
Attachment #2, 6 pages
6. Mary also requested \$125 for an ad to be placed in the Wisconsin Moose Lodge Mid-Year Conference book. There are many lodges located throughout Wisconsin that will be staying overnight. The EKM Lodge has made connections with some of these through the statewide events they have hosted which will help draw these visitors to stay in Germantown.

Rogers moved to amend the previously approved expenditure for the ad in the national Moose Magazine (of \$6,050) to a mailing to all 2700 Moose Lodges at a cost of \$3,391.37 plus an ad in the Wisconsin Conference book at a cost of \$125 for a total of \$3,516.37. Keep all other approved expenditures from the initial request the same (\$1,379.82). Note that this new total is less than the previously approved amount; seconded by Adair. Motion carried unanimously.

Mary expressed her appreciation for working with the commission in learning how to broaden the potential for their Lodge.

d. Hours and Report from Elaine Motl

- a. Elaine was not able to be at the meeting so she participated via speaker phone.
- b. Elaine provided a report of her work for the months of January and February 2020.
- c. In review: Elaine's contract ended 12/31/19. At the December 4, 2019 meeting, she notified the Commission she was not able to make a firm commitment for the months of January and February 2020 for personal reasons. She was willing to take on tasks on an as needed basis for that time.
- d. The Commission asked her to continue work on the Ski Hill Packages for the hotels and work with the EKM Moose Lodge on their upcoming events.

- e. Elaine submitted an invoice for hours worked January and February 2020.
Attachment #3, 2 pages

Merry moved to approve the amount of \$280 to EMMarketing for services performed in January and February 2020; Adair seconded. Motion passed unanimously.

E. Request for Funds: Visit Washington County presented by Elaine Motl

1. Visit Washington County is the tourism arm for promoting and driving overnight stays in Washington County.

2. 62,000 Visitor Guides are printed and distributed through the Midwest; they have run out of supplies before the next printing. In 2020 they will be increasing the amount to 63,000 copies.

3. Samples of advertising in 2019 is included in the packet including with the Chicago Daily Herald, Midwest Living Magazine, the Brewers and Packers Yearbooks, Key Milwaukee and Journal topics-Chicago.

4. Midwest Living Magazine includes a reader postcard that can be sent for certain publications to be sent to them. Visit Washington County has received and sends out many, many Washington County Visitor Guides in response.

5. The amount being requested, \$8,000, is the same it has been for the past several years.

Merry made a motion to approve the request of \$8,000 by Visit Washington County; Adair seconded. Motion passed unanimously.

It was noted this same request has been approved by this Commission for many years and when requests over a certain dollar amount needed to also be presented to the Village Board, were approved by them as well.

F. Judy Rogers: Set the Record Straight

1. Judy read her prepared statement which is made a part of these minutes.
Attachment #4, 8 pages

2. She wanted to highlight, in the report made by Andrew Martin, there are many additional examples of the commission make-up including citizens such as Wauwatosa.

3. Concern was expressed about who will be doing the legwork for the new commission. Elaine was specifically hired because she knows the statutes governing tourism and the hotel tax, she knows the markets and where to promote, and she could help groups with their request to make for efficient use of their time.

4. Disappointment about no notice given to commission about the meeting at which the change in ordinance was initially presented.

Meeting adjourned at 6:36pm on a motion by Merry, second by Adair.

Minutes Respectfully Submitted by: Lynn Grgich, Secretary

Attachment 1
VI # B

Carroll Merry

From: David Brazeal <david@republictigersports.com>
Sent: Tuesday, February 4, 2020 11:12 AM
To: Elaine
Cc: Carroll Merry
Subject: Visit Germantown - No Invoice

Elaine,

I'm not going to send a "final" invoice for Visit Germantown. My last invoice included hosting and minor maintenance things like I've done since the first of the year.

Having said that, if the new owners would like to keep the site up and running, I am glad to transfer ownership to them. The cost of a single site for hosting is \$150/year (or \$13/month). That does not include any updates or work on the site's content - just the hosting of the same site in the same place.

The domain name is paid up through 2023. I will transfer that over to them, as well, if they want it. They may have to pay for an additional year when they make the transfer, but that's only about \$15 for an annual domain registration.

In fact, it just occurred to me that if you would like me to spin off the site's hosting plan and domain registration to the tourism commission this week, we can do that too — and that would be an easier process for me, because that way you could handle the eventual transfers to whoever takes over. If that doesn't make sense for you, that's okay too. Just let me know if I've missed anything!

David



W156 N9666 Pilgrim Road.
 Germantown, WI 53022
 Phone: 262-255-7575
 Fax: 262-255-7997
 E-mail: minutemanmf@gmail.com
 www.germantown.minutemanpress.com

Quotation

2/10/2020

Bill to: EKM Moose Lodge
 Mary Erenyi
 , WI

Phone: 414-801-0658

Ship to: EKM Moose Lodge
 Mary Erenyi
 , WI

Phone: 414-801-0658

2900 Posters/Flyers (Job ID 148834)

Total: **\$665.84**

Component 1 of 1:

Printing

2,900 Finished Pieces
 1 side
 Large (12 x 18) • 100# Gloss Cover • White
 Side 1 Ink(s): Full Color

Finishing

Cut to 8.5 x 11

2700 Cover Letters (Job ID 148835)

Total: **\$118.58**

Component 1 of 1:

Printing

2,700 Finished Pieces
 1 side
 Letter (8.5 x 11) • 20# Hammermill Bond • White
 Side 1 Ink(s): Black

2700 Stuffing Envelopes & Sealing (Job ID 148836)

Total: **\$189.00**

Component 1 of 1:

Miscellaneous

(unspecified Miscellaneous description) - 2,700 Pieces.

2700 NCOA, Imprinting Address, Bar Coding, Sorting and Delivery to Post Office (Job ID 148837)

Total: **\$369.50**

Component 1 of 2:

Design

* Includes a one-time Design Services charge of \$126.50
 Digital File Handling

Miscellaneous

Imprinting & Barcoding - 2,700 Pieces.

Component 2 of 2: NCOA

Miscellaneous

(unspecified Miscellaneous description) - 2,700 Pieces.

2700 9 x 12 Envelopes 1 Color (Job ID 148838)

Total: **\$389.03**

Component 1 of 1:

Printing

2,700 Finished Pieces

1 side

Envelope • 9 x 12 Open Side 24# Booklet (5228) • White

Side 1 Ink(s): Any Color

1 Graphic design and Setup (Job ID 148921)

Total: **\$150.00**

Component 1 of 1:

Design

* Includes a one-time Design Services charge of \$150.00

Graphic Design

2700 Estimated Postage (Job ID 148922)

Total: **\$1,107.00**

Ship to Mary Erenyi

Component 1 of 1:

Shipping

Shipping Method: US Mail - Ground

2700 Insert (Job ID 149127)

Total: **\$302.42**

Component 1 of 1:

Printing

2,700 Finished Pieces

1 side

Letter (8.5 x 11) • 65# Springhill Cover Colors • White

Side 1 Ink(s): Full Color

Finishing

Cut to 5.5 x 8.5

1 Website Enhancements (Job ID 149333)

Total: **\$100.00**

Component 1 of 1:

Design

* Includes a one-time Design Services charge of \$100.00

Graphic Design

Salesperson: Barry Landowski

Order Total: **\$3,391.37**

***Quotes are based on print ready artwork, unless otherwise notified. If design services are needed they will be billed at \$60/hr.
Taxes are not included.**

2-2



Eastern Kettle Moraine Moose Lodge – W198N10217 Appleton Ave. Germantown, WI 53022 (252) 255-5055

Hello Fellow Moose Members –

Eastern Kettle Moraine Moose (EKM) Lodge 1238 and Chapter 1578 in Germantown, WI, welcomes you to the 2020 Moose International Convention being held in Milwaukee, WI May 21st to May 26th.

Stay in the quaint Village of Germantown, where you will find friendly folks, wonderful restaurants, great shopping and of course, our FUN Lodge, where you will meet new lifelong friends.

Every guest staying at at one of the hotels listed on the enclosed flyer will receive a surprise at their hotel.

Please visit our website for updates and information at: ekmmooselodge1238.org.

Please post the enclosed flyer where everyone can see it, and join us for the 2020 Moose International Convention.

Sincerely,
Your Friends at Eastern Kettle Moraine Moose Lodge

See You Soon!

2020 INTERNATIONAL MOOSE CONVENTION

MILWAUKEE

MAY 21st - MAY 26th

**STAY WITH MOOSE LODGE EKM 1238
IN GERMANTOWN WISCONSIN**
While Attending The 2020 Convention in Milwaukee



Unique Getaway Minutes from Milwaukee!
FREE Shuttle Service TO and FROM the Convention Center

Avoid rush hour traffic and having to pay or find parking. Sit back, relax and leave the driving to us.

FREE Tour of the Germantown Area.

Visit one of the countries oldest Basilicas - Holy Hill Basilica and National Shrine
Stop and smell the smoked sausages made at the House of Homemade Sausage -
One of Wisconsin's very own sausage shops. Getting thirsty? How about a cool beverage
at a true German Bier Garden and then back to the Lodge for German food, and treats.



www.visitgermantown.com



| | |
|----------------------|----------------|
| Country Inn & Suites | (262) 251-7700 |
| Super 8 by Wyndham | (262) 255-0880 |

Use code MOOSE when making reservations for discounts on the above hotels.

Other Germantown Hotels:

| | |
|--------------|----------------|
| Best Western | (262) 502-9750 |
| Holiday Inn | (262) 255-1100 |

Reserve your spot NOW !!!

For more details: ekmmooselodge1238.org

Questions: Anita (414) 588-5345



WISCONSIN MOOSE ASSOCIATION

607 EAST 6TH STREET BRODHEAD, WI. 53520

January 10, 2019

Holiday Greetings to all Administrators, Governors, Lodge Members, Moose Legionnaires and Coworkers.

I hope you all had a blessed Christmas and wish for each one a Happy, Healthy and Prosperous New Year.

Well folks, the Mid-Year Conference is quickly approaching. This year we will be meeting at:

March 5 - 8, 2020
Radisson Hotel and Conference Center
2040 Airport Road
Green Bay, WI 54313
920-494-7300

Be sure to mention Moose Rate when registering

TRAINING

2-HOTT

WED & THURS 3/4 - 3/5 9:00 AM - 4:00 PM

Lodge Leadership

THURS 3/5 9:00 AM - 4:00 PM

MLEC

SUNDAY 3/8 9:00 AM - 4:00 PM

Register, Contact Diana Reed at 608-302-5324 or diana.moose13@yahoo.com

CONFERENCE BOOK ADS

We are seeking ads from all fraternal units to help support the printing and distribution of the books. All ads will be printed in color and the rate for the ads are as follows:

1/2 Page \$ 65.00

Whole Page \$ 125.00

Ads will be accepted via email, PDF form is preferred but we are able to adapt other formats. We will accept paper ads. **NO PHONE ADS WILL BE ACCEPTED!!**

Deadline for ads to be in the book is February 15, 2020

REGISTRATION AND ANNUAL DUES

Attached you will find the 2020 Registration Form and Instructions. **PLEASE RETURN THESE FORMS BY FEBRUARY 15, 2020** in order to be eligible for the 2020 Annual Meeting.

- PRESIDENT**
Scott Teller
- VICE PRESIDENT**
Donald Rasmussen
- JR PAST PRESIDENT**
Bob Rula
- RELATE**
Paul Rabin
- TREASURER**
Michael Wilson
- SECRETARY**
John Boardman
- TERRITORY MANAGER**
Ryan Carson
- REGIONAL**

will be brought to february 5th meeting

2-5



Stay with **EKM Moose Lodge #1238**
in Germantown, WI while you attend the
2020 International Moose
Convention | Milwaukee

Unique getaway just minutes from Milwaukee

Free Shuttle Service to and from the Wisconsin
Convention Center while staying here

For further details check out:
www.ekmmooselodge1238.org

Use code "**MOOSE**" to reserve your
room at these Germantown hotels now:

| | |
|-------------|--------------|
| Country Inn | 262-251-7700 |
| Super 8 | 262-255-0800 |

Other hotels in Germantown:

| | |
|--------------|--------------|
| Best Western | 262-502-9750 |
| Holiday Inn | 262-255-1100 |

Sponsored in part by
Germantown Tourism Commission

GERMANTOWN TOURISM COMMISSION COMMITTEE REPORT
2/10/2020

JANUARY

Ski Hill Package for Hotel

- Worked on ski package ideas for hotels.
- Checked on advertising rates in Chicago Daily Herald
- Left messages for Little Switzerland and Sunburst Winter Sports Park. Had interest from Sunburst Winter Sports Park.
- Left messages for hotels on participating.
- Closed project before competition.

Moose Lodge

- Worked with the Germantown Moose Lodge on changes from an ad in the Moose International Magazine previously approved to a flyer that will be mailed to all Moose Lodges to promote staying in Germantown Hotels during the Moose International Convention in May, 2020.

Website

- Investigated new dates for 2020 Germantown events. Sent updated event listings to website.

FEBRUARY

Moose Lodge

- Worked with the Germantown Moose Lodge on changes to the flyer for the Moose International Convention in May 2020.
- Reviewed paperwork for the Germantown Moose Lodge GMO State Tournament

Website

- Updated an additional 2020 Germantown event for the website.

Respectfully submitted: Elaine Motl
emmktg@aol.com

EMM Marketing

Events • Promotion
Since 1991

To: Germantown Tourism Commission
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

Invoice #20 - 11

Project: Germantown Tourism

2/10/2020

Hours for January 2020
5 hours x \$35 175.00

Hours for February 2020
3 hours x \$35 105.00

Total Amount Due: \$ 280.00

Please mail check to:
EM Marketing Company
1621 Tumbleweed Circle
West Bend, WI. 53095

THANK YOU!!

3-2

At the Village Board meeting last Monday, it was hard to sit there and hear this Commission be painted in a negative and misleading light. So hard not to be able to enlighten the Board about so many of the comments made that are just not true. I realize the Village Board meeting is not the venue for such open exchange of information. That should have been done at the General Government and Finance meeting. We were not given that opportunity. That is wrong. Trustees are asked to be knowledgeable about so many issues in the Village. They have a challenging task. Comments and questions made by several trustees show there is a lack of knowledge and understanding regarding Act 55 and State Municipal Law 66.0615.

To be clear. There was no need to change the ordinance as to the public members of the commission. The only requirements from the State are there should be 4-6 members and one needs to represent the Hotels. Last year Andrew Martin gave a presentation to the Village Board confirming that we were in compliance with membership. Trustees tried to reason that public members were not accountable to the tax payers. In this case the tax payers are the hotels. You must be accountable to them. This commission gets 70% of 1% of the room tax dollars collected and MUST spend those funds on Tourism Promotion and Tourism Development. The Village gets all the rest of the room tax dollars to use as they see fit. In 2019 the Village's portion was over 220K.

The Village gets paid first. In a bad economy it is possible that the Tourism Commission would get no funds at all.

Hence

the reason for not spending every dollar in our fund.

Mr.

Martin's report echoes the information from the State explicitly requiring the Commission to spend the funds on Tourism Promotion (Promotion/Marketing, same thing?) and Tourism Development. Further defining the kind of tourists

as Transient Tourists (those likely to generate paid overnight stays in the municipal lodging establishments).

Example given for a development was a convention center.

A building that would generate a significant number of hotel stays. Municipal Development would qualify for room tax dollars as long as it would be "used by a significant number of Transient Tourists".

In error several trustees said the public members of the commission were not accountable. That is not true. They referenced that trustees are accountable to the people

that vote for them every three years. They serve three year

terms. We are voted in by the Trustees and Village President

every year. We must report to the Board annually. Our spending of items \$1000 or more must be reported to the State every year on form SL-304. This is public information.

I submit that we are every bit as accountable as Trustees.

That we are not does not make sense.

In regards to Municipal Development as it pertains to room tax dollars: At the Village Board meeting Trustee Wing brought up another municipality funding a building. He did not say what kind of a building. He also referenced the many building projects that Germantown is planning and said room tax dollars could be used for those developments. He specifically mentioned the new Safety Building (police and fire building). Anyone would be hard pressed to come up with the justification that this would attract transient tourists. The Heads in Beds are for local Hotels and not the Jail.

Trustee Wing said that local non-profits were crying for money but didn't feel they could come to the Commission because of "Red Tape". He also said that volunteers couldn't provide receipts for reimbursement on a timely basis. The "red tape" he alluded to was our application and the information required for the Commission to make a good decision on awarding funds. I have copies of applications from a number of other municipalities showing they require as much, if not more, information than

we do. Common questions ask "How many Heads in Beds do they expect? What is your marketing plan for this event? What is your budget for this event?" to name a few. Some even have an after the event evaluation form. How is the application and information required a Hoop? Our contract with Elaine Motl makes her available to help groups requesting funds with this process. She provides valuable information to these groups beyond marketing.

Getting reimbursed (as far back as I can remember 15 yrs) has always required groups to submit their receipts within 60 days after the event. It was the same when Dan was on the Committee 10 yrs ago. This is not new. This ensures that the treasurer can report accurately how much funds the commission has to work with going forward. It used to be we could give a maximum amount of \$2500. Now we have given twice and three times that amount to groups and four and five times that amount for development. If you are getting those kinds of dollars you need to provide the information we request and the groups need to be accountable to the Commission for the dollars

they receive. If they either don't want to or can't submit the receipts on a timely basis, do they really need the funds?

Our Commission's contract with Elaine Motl is for \$1050 a month plus mileage, that is little more than 12K a year. How do you attract transient tourists to Germantown if you do not Market/Promote Germantown and it's events. Elaine also represents the Washington County Convention and Visitors Bureau, an entity that we and the Village have supported for years. When our maximum limit was \$2500, the Village always approved the additional funds the Bureau requested. For Trustee Wing to say that we give Elaine 20K is not a truthful representation of the facts. We were lucky to secure the visitgermantown web site before Germantowns in other states. A majority of communities have a web site for tourist promotion. I have a number of minutes from other tourism commissions that not only have web sites but that have hired a media entity with there funds to do videos for their sites. People would rather look at a video than scan pictures. Big dollars are

being
spent on promotion. Some communities hire entities to
handle
their room tax dollars. Some combine economic
development
and tourism on the same committee with the appropriate
dollars
spent on tourism. The State allows for 49% of the funds
to be
used for administration. A community can fund an
employee with
their Chamber to handle tourism. The only person we are
paying to help
us is Elaine and a very small amount to the web master.
Nowhere near
49% of our funds We would rather see that go to actual
promotion
and events and development. The public members of the
former
Commission did not get paid for their work and time. Not
one
red cent. How is that for accountability?

Trustee Wing accused us of attacking him and the Village
Board. To my
knowledge no attacks were made by our Commission. There
is a good
case for the opposite. Go back and review last year's
Village
Board meeting and last weeks meeting. Trustee Wing
publically
stated that he was not the Trustee to be on this
Commission. Why,
then, did he initiate making the request to remove public

members
from this commission? Why did he level accusations at
this
commission that are not true and are misleading? He
would have known
all this if he had attended our meetings. Remember he
missed
the last 7 meetings. He would have known that we have
not talked about
or considered Billboards since listening to the Village
Board last
July. He would have known that the ski packages we were
working on
for next year came out of conversations with Hotel owners
that
expressed a need for promotion for November through
March.

This is the reason for setting the record straight. The
only
opportunity for us to have our side of the story heard
and to
present facts and information to back it up.

I will give my information to Rick or Steve on Act 55,
copies of other
communities minutes and applications and information on
form SL-304
and the room tax dollars that this Commission gets. I
hope this
shows our Commission was accountable to do the right thing
and the
hours of time we put in without being paid to make sure
we were

knowledgeable about our duties.

Thank You