

GERMANTOWN TOURISM COMMISSION

Meeting Minutes for August 7, 2019

I. Meeting Call to Order:

5:37pm the meeting was called to order by Vice-Chairperson Judy Rogers

II. Roll Call:

Present: Adair, Grgich, Rahl, Rogers

Also Present: Elaine Motl, Steve Kreklow, Mark Schroeder, Jeff Dhein, Dennis Myers

Excused: Merry

Absent: Dan Wing

III. Citizen Input-none

IV. Approval of Minutes:

Minutes from the July 9, 2019, meeting were approved on a motion by Rahl, second by Adair. Approved unanimously.

Adair moved to change item E under New Business to be next in the agenda. Rahl seconded. Motion approved unanimously.

V. New Business 2020 Budget

- A proposal to divide the annual amount received into three categories as suggested would result in:

- 40% Marketing (\$31,216.11 for 2018)
- 30% Program Support (\$23,412.09 for 2018)
- 30% Municipal Development (\$23,412.09 for 2018)

- The carryover balance at the beginning of the year (\$92,516.11) would have the same percentage divisions:

Marketing 40% \$37,006.45
Program Support: 30% \$27,754.83
Municipal Development: 30% \$27,754.83

- Program Support refers to events

Grgich moved to approve the budget percentages as proposed above for 2019. Rahl seconded to further discussion.

- Historically what amounts were given out:

- 2019 Mai Fest received \$6,700 approximately
- Oktoberfest \$2,500
- EKM Moose Lodge \$600
- Breakfast with Santa approximately \$3,000

- Is it possible to budget certain amounts to certain events ahead of time, under Program Support; not Marketing, so event planners know how much they have to spend.

- Budget in Nov/Dec: what events are coming up in the following year and allow ie: 10% to each event.
- Creating this budget is such a big project, it was suggested taking it in pieces ie:
 - * the percentages have been established this meeting
 - * next meeting discuss the possibility of setting specific dollar amounts to each event; possibly need to discuss with each event.
- Referring to the presentation at the Village Board meeting, metrics on use of funds, while not being suggested for Germantown, is a good tool for use of Program Support funds.
- Very helpful to have communication between Village Board and the Tourism Commission.
- In establishing a budget, consider historical fund spending
- Define Marketing; for Visit Germantown?
- Events should be able to know farther ahead if they will receive tourism funds.
- Requests run through Elaine Motl first will have more assurance of what expenses will have the ability to receive support
- Growing local events is difficult. For example on Oktoberfest weekend, the Country Inn & Suites has been full the past 6 years. What benefit is it to the hotels to grow this event.
- Oktoberfest itself is already full on Saturday.
- From the hotel side, it is hard to account for what brings in specific overnight stays
- Hotels are more interested in using Marketing funds for their slow/off seasons; to bring overnight stays in the winter.
- Look at types of events in different ways:
 - A convention would bring in overnight stays; not summer specific
- Consider **improving the event** to make it more enjoyable to increase attendance by reputation.
- The reason for Oktoberfest is to make money for the Germantown Historical Society; the organization can not support it if it is losing money. Saturday is full, why spend more on marketing.
- If local events knew they were going to receive a pre-determined amount ie \$2,500; they could plan accordingly to increase the quality of the event.
- If local events start losing money, there is the potential of losing these local events.
- Elaine's background provides expertise to support special events. She has helped Deutschstadt Heritage Foundation create sponsorship packages for Mai Fest to develop more revenue sources.

- Sponsorships versus Donations: Donors to 501C3 organizations cannot receive anything in return for a tax deductible donation. Versus Sponsors who don't care about tax write-offs.
- Reluctant to set amounts each event will receive from the Tourism Commission into the future; don't want to make commitments for future commissions.
- The Germantown Historical Society doesn't need to know funding amount years in advance, but prior to the next year's event.
- When does the commission know what we will be receiving in a year?

Rahl moved to amend the motion keeping the same percentages and categories but adding to determine the specific terminology of the categories at a future meeting. Grgich seconded. Motion carried unanimously.

VI. Old Business

a. Germantown Tourism Marketing Coordinator Report

- i. The public meeting has been cancelled. Each group will be contacted individually by Elaine explaining changes and use of tourism funds.
- ii. Photos from Mai Fest have been obtained.
- iii. Facebook boosts are being worked on.
- iv. Elaine met a second time with Park & Rec regarding the Festhalle
- v. Attended the Village Board meeting 8/5/19 which included the Tourism presentation by Andrew Martin.
- vi. Met with Deutschstadt Heritage Foundation regarding developing their sponsorships to seek new revenue.
- vii. Elaine took photos at A Taste of Germantown.
- viii. Website stats: 204 views in July; 529 views since going live in May.
- ix. Researched and found Express News has area papers, digital media and Chicago market paper.
- x. Working on finalizing the meeting with local hotel owners/managers.
- xi. Continuing work on individual meetings.
- xii. The website needs more attractions; considering separating Christ Church Museum, Bell Museum; don't forget the Wolf Haus. Add Veterans Memorial, BlackStone Creek Golf Club (but this is a private business?), Homestead Hollow (dog park) St. John's UCC craft fair, Germantown High School Performing Arts Center

b. Request for Funds Dheinsville Park Festhalle presented by Mark Schroeder, Director, Germantown Park & Recreation Department, for \$50,000

- i. Mark worked with Elaine in drafting this request.
- ii. Hoping to utilize Municipal Development category funds.
- iii. Marketing request will come in 2020.
- iv. Same rendering and site plan as previously presented.
- v. This will need to go through the public project bidding process; ready to go out in September.
- vi. The festhalle will provide lodging from Oktoberfest as well as other events such as weddings, reunions, car shows.

- vii. The Park & Rec gets word out now through their brochures, website, and Facebook (which has a strong following)

Steve Kreklow added some comments regarding the process with the Village.

- viii. Once bids come in, this project goes back to the Village Board from the Germantown Historical Society.
- ix. Not asking Tourism Commission to transfer money then. But the Village Board needs to know if they can include support from the Tourism Commission to piece together all the funding for this project and whether to proceed.
- x. The Commission may want to move to approve at a different dollar amount and add any other conditions to be met.
- xi. An important condition would be making it contingent upon the Developer Agreement being approved.
- xii. Our guidelines require funds would need to be requested within one year of approval of request. Will festhalle be completed in August 2020?
- xiii. It was mentioned the Park & Rec was doing a great job with marketing the music at the pavilion this summer.
- xiv. The Tourism Commission would like to be made aware of other projects coming up under Municipal Development so we can have funds available.
- xv. The Commission appreciates Steve's attendance at this meeting to help the dialog between the Village Board and the Commission.
- xvi. The Village is spending funds to start the festhalle project; most for work being done by Village Departments.
- xvii. The Village has set aside \$150,000 toward this project; cost is estimated at \$350,000-\$400,000. The Germantown Historical Society is doing parallel work for funding from donors.
- xviii. It is very likely this project will be completed in two months and within one year of approval of funding request.
- xix. Is there any information of a similar structure in the county or surrounding area of types of events at this type of structure?
- xx. Weddings bring overnight stays.
- xxi. Weddings book 10-12 months in advance.
- xxii. Jeff Dhein is already receiving inquiries for weddings and car shows.
- xxiii. Uniqueness of the site, being located in a historical park setting, may provide added interest.
- xxiv. Attractive to German groups.
- xxv. A narrative should be created as to what to expect of the use of this facility; not to the point of a feasibility study, but a general description.
- xxvi. Festhalle will provide one of the largest accommodations, historical flavor.
- xxvii. Use of festhalle by Mai Fest is not likely due to limited parking.
- xxviii. Neighbors surrounding the festhalle have been notified about these plans.

Grgich moved to approve \$25,000 for the Dheinsville Park Festhalle project; Rahl seconded to further discussion.

- Is there any parity to other projects

- The Pavilion was awarded \$10,000 of a \$400,000 project. High cost for smaller project due to materials used; more concrete, etc...
- In support of project, but not in support of using reserves.
- Approval should be made contingent on developers agreement.

Call for vote on motion:

Rogers Nay; Rahl Nay; Grgich Aye; Adair Nay; Motion fails.

Rahl moved, with a Developer Agreement, to approve \$16,000 which is 33% of budget, not go into reserves to not have funds available for other projects. Grgich seconded.

- Not in favor of exceeding annual amount.
- Do not see any other requests coming forth.

Call for vote on motion: Motion passed unanimously.

Resume New Business:

VII. New Business

a. Request for funds for EM Marketing Company

Grgich moved to approve payment of Invoice #29 as presented by EM Marketing Company; Rahl seconded. Motion carried.

b. Request for funds Thew's Photography

Grgich moved to approve the invoice submitted by Thew's Photography for Mai Fest photos; Adair seconded. Motion carried.

c. Request for Funds: Washington County Convention & Visitors Bureau, presented by Elaine Motl for \$8,000

- i. It was a good year for tourism in Washington County in 2018; 6% increase as measured by the Wisconsin Department of Tourism.
- ii. Running out of their supply of Visitor Guides; print 60,000 to last a year (March to March) Numerous requests from ad placed in Midwest Living Magazine. The Visitor Guide is the main advertising piece.
- iii. Elaine shared other print ads featuring Germantown as well as Washington County.
- iv. Also active on social media; Twitter, Instagram, Facebook

Grgich moved to approve \$8,000 in funds to Washington County Convention & Visitors Bureau for 2019. Adair seconded. Motion carried unanimously.

- Elaine wanted the Commission to know the Washington County Convention & Visitors Bureau is changing their budgeting so they will be coming to apply for funds in the beginning of the year. Expect request in January 2020 for that year.
- The Commission budget year is April to April.

d. Review of Financial Report

- i. Funds approved at this meeting to be deducted from total:
 1. Festhalle \$16,000

- 2. WCCVB \$ 8,000
- 3. EMMarketing \$ 1,050
- 4. Thews Photography \$ 50
- 5. Total \$25,100

ii. Still expecting this year, requests under Program Support for:

- 1. EKM Moose
- 2. Breakfast with Santa
- 3. Oktoberfest
Under Marketing for:
- 4. Website monthly hosting/maintenance
- 5. EMMarketing

VIII. Next Meeting Date: Wednesday, September 4, 2019, 5:30pm

Meeting adjourned at 7:45pm on a motion by Adair; second by Grgich. Approved unanimously.

Respectfully submitted by,

Lynn Grgich

Secretary