

GERMANTOWN TOURISM COMMISSION

Meeting Minutes for June 5, 2019

I. Meeting Call to Order:

5:30pm the meeting was called to order by Chairman Dan Wing.

II. Roll Call:

Present: Adair, Grgich, Merry, Rahl, Wing

Also Present: Elaine Motl, Village Attorney Sajdak, Village Administrator Kreklow

Excused: Rogers

III. Citizen Input-none

IV. Approval of Minutes:

Minutes from the May 1, 2019, meeting were approved on a motion by Rahl, second by Merry. Approved unanimously.

Dan Wing made a motion to move New Business Item A up to Election of Officers at Item V; Grgich seconded. Motion carried unanimously.

V. Election of Officers

- a. Adair moved to select Grgich for the position of secretary; Wing seconded. Motion carried unanimously.
- b. For the position of Chairperson, it was suggested we appoint co-chairs.
 - i. Statutes refer to just one individual serving in this position
 - ii. A shared position could cause complications if there was a disagreement on an issue
- c. Adair moved to select Merry for the position of Chairperson; Wing seconded. Motion carried unanimously.
- d. Adair moved to select Rogers for the position of Vice Chairperson; Rahl seconded. Motion carried unanimously.

At this point, Chairperson Merry took over running the meeting.

VI. Old Business

- a. Brochure updates and printing
 - i. Some highlights of changes include increasing the request limit to \$5,000 from \$2,500 with the caveat the commission reserves the right to exceed this amount if deemed worthy based on probability of overnight stays at hotels.
 - ii. Placemats were removed from non-reimbursable list allowing commission to use its discretion based on placement.

Grgich moved to approve printing a quantity of 250 brochures to be placed at distribution points including the Village; Adair seconded. Motion carried unanimously.

- b. Request for Funding Form Updates
 - i. Correction: under Timing of Requests, #2. Replace "Commission Coordinator" with "Village Clerk"
 - ii. Correction: under Procedures for applying for funds, #1 replace Elaine Motl's contact information where asked for in parentheses.

VII. New Business

Grgich moved to approve Request for Funds for both Items B & C as presented; Rahl seconded. Motion carried unanimously.

We skipped Item B under Old Business, so we went back to it here:

Old Business; Marketing Coordinator Report

- Elaine reported the website was looking good. Adding events, the summer music concerts. She will separate the Christmas parade and tree lighting activities into two events; may draw different visitors.
- Commission members should give Elaine any ideas for what to add to website
- Meeting with CBS58 in Milwaukee for a presentation on geo-fencing which is gathering information from visitors to a specific event via cell phones (without them evening knowing) and feeding them ads for similar events they may attend Example: geo-fencing visitors to Germanfest in Milwaukee and feeding them ads for our Oktoberfest.
 - This may be a good tool for some of our event applicants, but not for the tourism commission as a group.
- Met with Steve Kreklow, Village Administrator; Mark Schroeder, Park & Rec; Rick Miller, Trustee regarding the Festhalle project and marketing it to bring in overnight stays. Also discussed the new shelter proposed for Firemen's Park. Talked about creating an attraction to draw visitors ie: fire truck museum
- Also discussed the idea of having volunteer groups organize music events for the pavilion.
 - Elaine observed that current volunteer groups in Germantown are doing an awesome job, but are also stretched to the limits already while being asked to expand their events to draw overnight guests.
 - Village should investigate hiring a firm to take care of arranging entertainment. Common for such services to be utilized. Elaine can help sort through different contracts.
- Elaine is continuing to work on meeting with the local hotels and the public meeting to inform what the commission is doing and how to use funds.
- Can the Germantown Historical Society provide information for the website on any historical buildings to see in the area.
- Working on getting press release out regarding the new website.

Resume agenda VII. New Business

D. No need to review contract with EM Marketing; funds for additional hours approved previously.

E. Merry reported the website statistics for the first few months of the website being live.

- It was noted Holiday Inn Express was missing from the Lodging tab; they have not responded to calls or emails asking for approval on content and haven't submitted a photo of the property.

F. Review Hartford's application process

Of particular note was their requirement to attend an informational meeting prior to receiving approval for any request of funds. This meeting is offered twice yearly.

G. Village Board Presentation

- The Tourism Commission would like to make a presentation to the Village Board on Who is on the Commission; Our Vision; and How to Implement
- The Village Board has not been updated on the Tourism Commission's work.
- There needs to be better communication between the two entities.
- Merry will make a presentation before the Village Board at its July 15th meeting. Steve Kreklow will have the Clerk add this to the agenda.
- A presentation similar to what the library does; financials along with the annual goals.

H. Review Financial Report-no questions

I. Room Tax on B&B for discussion

- Germantown has a few rentals that would qualify to pay room tax.
- The state of Wisconsin is pursuing these types of venues.
- Eventually their rulings may come down to the municipalities.
- What is the cost of enforcement versus how much is collected?

J. Community Information Meeting: working toward a July date

- Future agenda item re: Festhalle request. Village will resubmit the request with a marketing plan.

K. Upcoming Promotions

- Express News; discussed using filler ads with our website address at \$20/spot
- Express News' owner also has papers in the northern Chicago area; may be able to utilize for promotion
- We as a commission are continuing to gather information for use not only by the commission but also for our event applicants.

VIII. Next Meeting Date: Wednesday, July 10, 2019, 5:30pm

NOTE: Photos will be taken of each Commission Member; dress appropriately.

Meeting adjourned at 6:42pm on a motion by Adair; second by Rahl. Approved unanimously.

Respectfully submitted by,

Lynn Grgich

Secretary