

GERMANTOWN TOURISM COMMISSION

Meeting Minutes for January 2, 2019

No one was available to unlock the door to Village Hall to access the Conference Room. At 5:35pm I left a note on the outside door indicating the meeting moved to the Germantown Library. We were able to use one of the study rooms in the library for our meeting.

- I. Meeting Call to Order:
5:45pm the meeting was called to order by Judy Rogers, Vice Chair.
- II. Roll Call:
Present: Adair, Grgich, Merry, Rogers, Elaine Motl
Absent: Hughes, Rahl
- III. Approval of Minutes:
Minutes from the December 5, 2018, meeting were approved on a motion by Merry, second by Adair. Approved unanimously.
- IV. Old Business: none
- V. New Business:
 - a. Casey Lalko: Request for Funds for St. Bonifest Events. No one attended to make this presentation. No action taken.
 - b. Review of Financial Balance
 - i. A report was provided in the commission packet.
 - ii. One correction should be made: the 9/10/18 disbursement would have been to Washington County Convention & Visitors Bureau rather than Washington County Economic Dev.
 - iii. Missing from this report (and not known by the Finance Director) are requests that have been approved but not yet disbursed i.e. Breakfast with Santa, website development and maintenance costs, outside marketing agent cost, etc...
 - iv. Judy Rogers agreed to put together a budget for the Tourism Commission for 2019.
 - c. Set Future Community Agenda
 - i. It was decided a better name for this agenda item should be: Germantown Tourism Marketing Coordinator Report and will be included on every agenda.
 - ii. Elaine Motl addressed items based on her January and working toward February timelines:
 1. **Website:** she has talked to a webmaster about the design for a website specifically for www.visitgermantown.com A basic site of four tabs: Overview of Germantown, Hotels, Events, Other.
 2. The Tourism Commission has **professional photos** from two community events. Elaine will make requests for any available photos from the other major events held in Germantown.
 3. The homepage on the website will be just on Germantown. It should answer the question, Why would you want to visit?
 4. The Tourism Commission should obtain a user agreement from the Village of Germantown to use their **logo** and add a small

- identifier: Tourism Commission. Elaine will follow-up with the Village Administrator for the proper channel for this.
5. Eventually, the Tourism Commission website should be linked on the Village website, as well as the hotels, etc...
 6. Elaine will schedule a meeting with all **Hotel sales representatives** in January.
 7. The Commission determined a **Public Information meeting** about the funding process of the Tourism Commission is in order. Everyone gets the same information; one-on-one meetings can be scheduled afterwards to address specific event needs.
 8. The Commission will reach out to the community to attract new users of these funds as well as previous applicants.
 9. Elaine will **review the current application form** before the Public Information Meeting to make sure it contains the information she needs to determine not only the proper use of the funds, but also possibly allow her to identify additional opportunities not realized by the event organizer.
 10. There should be a step-by-step order listed so the applicant knows how and when to apply ie:
 - a. Complete application for funds so many months prior to event (length of time before event)
 - b. Application is reviewed by Marketing Coordinator to make sure applicant receives the most promotional funding available.
 - c. The Marketing Coordinator will ask the Clerk to add your request to a meeting agenda at which you will need to be present.
 - d. Etc...
 11. Lynn will create a list of contact information for previous applicants. We should also look for new potential users of these funds.

- VI. Next Meeting Date: Wednesday, February 6, 2019, 5:30pm
- VII. Meeting Adjourn: 7:00pm

Respectfully Submitted,
Lynn Grgich, Secretary