

GERMANTOWN TOURISM COMMISSION

Meeting Minutes for February 04, 2019

- I. Meeting Call to Order:
5:40pm the meeting was called to order by Judy Rogers, Vice Chair.
- II. Roll Call:
Present: Adair, Grgich, Merry, Rogers, Elaine Motl
Jeff Hughes joined us in between other Village Meetings he had tonight
Excused: Rahl
- III. Approval of Minutes:
Minutes from the January 2, 2019, meeting were approved on a motion by Merry, second by Adair. Approved unanimously.
- IV. Old Business: none
- V. New Business:
 - a. Request for Funds: **\$2,904.22 Kiwanis Breakfast with Santa** presented by Cheri Schadeberg; also present Mark Schroeder and Joletta Kerpan
 - i. Cheri presented a summary of the 2018 event including invoices
 - ii. Attendance was a little lower than 2017; about 840 in 2018
 - iii. There were 4 additional Breakfast with Santa events in the area this year; the most competition was held at Terrace 167.
 - iv. The Kiwanis event was the only one with live reindeer
 - v. This year's event had increased the hours
 - vi. Capacity at Florian Park is estimated to be 1100
 - vii. No TV stations were present; Express News and Conley Media had photographers attend
 - viii. It is estimated 200 of the 800 in attendance were from outside the 53022 zip code.
 - ix. It is hard to gauge what effect the Country Inn Promo Package had on the event.
 - x. In October, up to \$3,250 was approved with substantiating documentation.

Merry moved to approve \$2,904.22 to the Kiwanis Club for Breakfast with Santa promotional expenses; Grgich seconded. Motion carried unanimously.

- b. Request for Funds: EM Marketing Company
 - i. Even though the invoice is for the pre-discussed 30 hours/month, Elaine spent more time with the website development, meeting with groups regarding events, etc... She will track her hours; possibly averging out over quieter months.
 - ii. An invoice will be submitted each month, for the previous month's work, to be approved and noted in meeting minutes.

Grgich moved to approve the invoice for January 2019 work submitted by EM Marketing Company in the amount of \$1,050; Adair seconded. Motion carried unanimously.

- c. Review of Financial Balance
 - i. Judy has been working with Kim, Finance Director for the Village, to better understand the funds allocation to the Tourism Commission in performing due diligence as the Commission's responsibility.
 - ii. In order to make sure future allotments are based on the correct amounts from previous years.
 - iii. An annual report (SL#04 Room Tax Report) needs to be filed every May with the Department of Revenue listing Commission Members, how funds were spent, etc....
 - iv. It was felt the Commission members should receive a copy of the filed report. It could be included with a meeting packet held around the time the report is ready (usually by August)
 - v. The report seems to show the final figures for 2018.

Note: the financial report still shows a 9/10/18 disbursement to Washington County Economic Development which should be Washington County Convention & Visitors Bureau (Tourism).

- d. Germantown Tourism Marketing Coordinator Report
 - i. Elaine has talked with a webmaster (referred by Carroll Merry at a very reasonable price) regarding a simple/basic website to build from.
 - ii. Photos are important for a Tourism site. A professional photographer has attended two local events so far.
 - iii. The website will have four tabs: Visitors (restaurants); Hotels; Events (a rolling list; consider signature events vs events); 4th tab-Meeting Space?
 - iv. Contact information to be listed on www.visitgermantown.com website; utilize the Germantown Chamber of Commerce for now; most requests would be sent to the Chamber for response anyway. This will save the monthly fee of \$20; activity will be monitored until it reaches a level for this website to warrant its own email address. Utilize info@germantownchamber.org
 - v. Jeff cautioned the Commission on the level of commitment they are making to be so involved in disbursing these funds versus letting groups come to us with requests.
 - vi. The feeling of the commission members is that we are taking a proactive approach in making local groups aware of the availability of these funds for their events and the appropriate ways to use the funds.
 - vii. The meeting with the local hotels to let them know what the Commission is doing with the room tax money will be postponed. Our plans aren't far enough along to show much yet.
 - viii. Lynn handed out a list of past applicants for tourism funds (going back to 2012) plus added potential applicants from other community groups. This list can be expanded for invitation to our Public Information Meeting.
 - ix. Mai Fest is the first signature event coming up. Elaine is trying to contact Marcy Stone.
 - x. The application form is being reviewed to better help both Elaine and the Commission make decisions on approving requests, especially if we ever need to prioritize requests; based on what; most likely to generate hotel stays?

- xi. Elaine felt some of the questions asked were for information the commission doesn't need to decide.
- xii. Part of the Municipal Code suggests the commission "develops simple and straightforward substantive and procedural guidelines for its ranking, prioritization and awarding...."
- xiii. Elaine also suggested utilizing the Tourism Commission logo rather than the lengthy wording "funding provided by...."

Adair moved to put the Germantown Area Chamber of Commerce email on the Visit Germantown website for information requests, to be monitored for activity and manageability; second by Merry. Motion carried unanimously.

- e. Set Future Community Agenda
 - i. We need another month to pull together enough to hold a Public Information meeting.
 - ii. Needed:
 - 1. Updated application for funds; Elaine
 - 2. Agenda for meeting; Carroll
 - 3. Power point (based on information in brochure); Carroll
 - 4. Handouts: agenda, information brochure, application

- VI. Next Meeting Date: Wednesday, March 6, 2019, 5:30pm
- VII. Meeting Adjourn: 7:40pm

Respectfully Submitted,
Lynn Grgich, Secretary