

## GERMANTOWN TOURISM COMMISSION

Meeting Minutes for April 3, 2019

I. Meeting Call to Order:

5:40pm the meeting was called to order by Judy Rogers, Vice Chair. Jeff Hughes will have to leave early, most likely, from this meeting.

II. Roll Call:

Present: Adair, Grgich, Hughes, Merry, Rahl, Rogers, Elaine Motl

III. Approval of Minutes:

Minutes from the March 6, 2019, meeting were approved on a motion by Hughes, second by Rahl. Approved unanimously.

III. Old Business: none

IV. New Business:

**a. Request for Funds for the Dheinsville Park Shelter Building presented by Jeff Dhein for \$50,000**

(this is a follow-up to the request that was tabled at the March meeting as a formal request was not made in March. Jeff Hughes indicated the request for funds should be made by the Germantown Historical Society.)

- This facility will be used for Oktoberfest and could also be used for weddings, class reunions, company picnics, etc... which will increase overnight stays in the Village.
- The completed shelter will be turned over to the Village. Has it been decided who will have the responsibility to market it?
- It would be helpful to have statistics from a community similar to Germantown for a structure similar to this and the number of overnight stays to expect.
- Oktoberfest generates 6-8 rooms, some for two nights
- A monetary contribution from the Tourism Commission makes sense:
  - as it is an allowable use of funds.
  - Based on the current balance and low draw on it
- The life span of this project will impact the Village for a long time
- We cannot expect utilization of the shelter to come without promotion
- Jeff Dhein feels this facility will be promoted by word of mouth by Oktoberfest visitors.
- Can we substantiate the number of overnight stays over 20 years for a \$50,000 investment?
  - We cannot market what we don't have.
  - It is suggested a business plan be created for this project which addresses marketing of it.
  - Mai Fest cannot use this shelter due to not enough parking for large crowds Friday night.
  - Oktoberfest does use the grass, but time of year is a factor as well. Everything can recover over the winter. In spring there isn't enough time to recover for summer activities.

- We should balance the integrity of the project for the dollar amount requested.
- Germantown is not a destination. How do we justify who and how much to give; how is it to be determined by this commission.
- The commission just needs to know who will market this shelter; we don't need to know details. A broad plan is acceptable, but some thought needs to be put into how to get it used.
- The shelter will save the Germantown Historical Society \$5,000/year for tent rental, leaving more funds for other activities.
- Jeff Dhein feels there is no doubt hotel stays will be generated by use of this facility
- The Germantown Historical Society will not be marketing this property.
- Are there any other surrounding communities with similar facilities to compare; Allenton?
- The Village will receive any revenue generated from renting this facility.
- Should we be looking for ROI from this funding
- Jeff Dhein has met with the Park & Rec Board about the building and amenities. They have been included in the planning stage from early on.
- The total amount of contribution doesn't have to qualify 100% of funds to bring back room stays.
- This commission needs guidelines, but not to micro-manage projects.
- Elaine Motl was brought onboard to help our local events' organizers properly use tourism funds to grow attendance at their events thereby growing visitors to Germantown. She can make suggestions to existing marketing plans so they qualify for funding and possibly give some new ideas.

6:15pm Jeff Hughes had to leave for another meeting.

- There needs to be more to do in Washington County to draw visitors.
- When money is put into infrastructure, you need to designate someone/an entity to market it; ie: conference center, pavilion, meeting space
- Is there a slow time during the year for hotels? Create an event for that time.
- The current balance for this fund has been built up over several years because the maximum request was set at \$2,500 to make sure there was sufficient funds for anyone who applied. Now the guidelines allow us to distribute larger amounts per request thereby depleting balance quicker.
- If the community adds more events to bring more people here, potentially others will look to host more events here.
- The tourism commission isn't here to make marketing decisions for our local events. The tourism commission is here to market the Village of Germantown to potential visitors and events are one piece of Germantown.
- The commission wants to make sure there are enough funds to market the Dheinsville shelter and assist with that work.
- The commission needs to meet to establish a formula for distributing so there is parity between each request.
- Commission could consider establishing categories and maximum allowances in each; brick&mortar

Merry moved to table this request until Elaine Motl can meet with Park & Rec Department to develop a marketing plan for this shelter. Seconded by Grgich; motion carried.

**B. Request for Funds for Mai Fest 2019 by Deutschstadt Heritage Foundation by Marcy Stone \$7,405.00. Ken & Marge Miller were also present.**

- Marcy presented a Marketing Proposal itemizing the items included in the \$7,405 total
- Reviewing the list of marketing methods
- Placemats are listed as a non-reimbursable expense in the brochure guidelines for applying for funds from this commission.
  - About 2/3 of the placemats will be used at German restaurants such as the Bavarian Bierhaus, Old German Beer Hall, Kegel's Inn which are direct target markets for Mai Fest having German entertainment, food, etc...
  - Placemats were deemed non-reimbursable when done so as a broad distribution.
  - Some placemats will be kept for Mai Fest use for benefit of the sponsors listed.
  - Estimate 3000 will be distributed to the German restaurants equalling about \$510 of \$700 requested amount
- Four-color promotional signs are not approval because they are placed locally.
  - Marcy offered the placement of signs along Freistadt Road are seen by industrial park traffic, many going out or coming into Germantown for work.

**Grgich moved to approve \$6,715 to Deutschstadt Heritage Foundation for the 2019 Mai Fest event. Merry seconded. Motion Carried.**

**Note: \$6,715 covers all itemized marketing on Marcy's proposal except \$510 for placemats versus \$700 and delete the four-color promotional signs at \$500.**

**C. Request for Funds: EM Marketing Company**

The invoice for services for March 2019 was submitted

**Merry moved to approve payment of the invoice to EM Marketing. Adair seconded. Motion carried.**

**D. & E. Merry moved to table review of the brochure and request for funding form until they can both be reviewed by this commission at another meeting. Adair seconded. Motion carried.**

**F. Review of Financial Report**

- i. Report looks good.

**G. Germantown Tourism Marketing Coordinator Report**

- Elaine met with Mai Fest representative and Mary from the EKM Moose Lodge.
- She reviewed the billboard proposals. Mai Fest had a billboard in their request which was a good value. Felt to support their expense rather than secure a separate contract for this commission at this time. Will check with their provider.

- Website layout coming along. Received 40 photos from Oktoberfest.
- Elaine wants to meet with the hotels, possibly in April.

V. **Next Meeting Date:**

Thursday, April 25, 5:30pm to review brochure and request form  
Wednesday, May 1, 2019, 5:30pm

VI. **Meeting Adjourn:** 8:05pm

Respectfully Submitted,

Lynn Grgich, Secretary