

## GERMANTOWN TOURISM COMMISSION

Meeting Minutes for April 25, 2019

### I. Meeting Call to Order:

5:31pm the meeting was called to order by Chairman Dan Wing.

### II. Roll Call:

Present: Adair, Grgich, Merry, Rahl, Rogers, Wing

Also Present: Elaine Motl

### III. Approval of Minutes:

Minutes from the April 3, 2019, meeting were approved on a motion by Merry, second by Adair. Approved unanimously.

### III. Old Business:

#### Tourism Brochure Updates and Printing

- The current brochure was put together early in this commission's recent reorganization by the State of Wisconsin.
- Missing is how much can be applied for
- Judy's emailed thoughts
  - Can the dollar amount applied for correspond to anticipated number of rooms booked?
  - Is there research documenting number of room nights per type of event?
- Our local event planners wouldn't have this information to include in their application.
- Realistically Our commission would not audit whether or not rooms were booked.
- ROI: have the application information more direct to provide numbers so we don't have to review looking for how to approve their request.
- Categorize stays in rooms up to 50; 51-100, more. Each category would allow a dollar amount for certain marketing expenses i.e. allow \$100 toward placemats
- Need to insert a caveat the Commission has the ability to approve different amounts if they feel it is warranted.
- Brick and mortar applications: allow a dollar amount without itemization.
- Some local events are more likely to have overnight stays than others (Mai Fest vs Breakfast with Santa)
- Hotel room stays are ***more valuable to the local hotels during their slow seasons*** than during peak visitor times
- In brochure, itemized expenses listed are thought out
- How basic; simply does this request generate room nights? Then to second step; list specifics
- Roberts Rules of Order would bring more order to the discussions. This particular meeting was intended to be a workshop on the Tourism Brochure. Does a workshop follow the same meeting rules as a regular Commission meeting?
- Dan Wing has been part of the Tourism Commission previously, but prior to the most recent changes by the State.
- Watch conflict of interests; hotel representative and venue request for weddings. Caution noted; however for this particular request cliental would be different.
- Consider if one hotel room rental is reasonable is request ok'd?

- Weddings are the largest draw for overnight stays. Other events: class reunions, business meetings, sports tournaments.
- The Commission is looking for any plan to market the Festhalle for events. Jeff Dhein indicated it will not be done by the Germantown Historical Society. Is the Village Park & Rec Department prepared to do so?
- Local hotels spend an estimated \$13,000/year to promote to the wedding audience. Will the Village Park & Rec have a marketing budget for this venue to support its capability to bring overnight stays to the local hotels? This Commission more than willing to help support them financially, but a plan needs to be put together. Elaine Motl can help.
- Applications received don't include enough information for us to make decisions.
- Any events under the Park & Rec Department don't create wealth. All rental fees go back to the Village to cover overhead; cleaning, maintenance, set-up, etc...
- Dan Wing will work to become familiar with this fund balance, operating the meeting following Roberts Rules of Order.
- Consider establishing event caps for our local, recurring events, with a caveat for the ability to change if warranted, for Mai Fest, Oktoberfest, Breakfast with Santa, EKM Moose Lodge.
- Elaine did meet with Mai Fest to help them prepare their funding request, making suggestions as to what is likely to be approved.
- The Wisconsin Lodging Association is reviewing tax returns filed by communities. These will be posted online.
- Elaine plans to meet 1. with each hotel to explain what the Commission is doing and 2. she will meet with the general public hopefully bringing in new requests for funds.
- Having a hired consultant is a common arrangement for tourism commission.
- This Commission has an abundance of funds right now because Germantown doesn't have the requests and types of events that qualify for use of these funds.
- Dan's constituents interpret this large balance as this Commission sitting on these funds and not disbursing them to groups that need it. Local events wanting funds versus putting money into billboards, website, consultant, etc...
- The Commission needs to make the public aware our consultant can help their events. She will give suggestions how to grow attendance, attract visitors (read overnight stays) and what types of things are approvable by the Commission for funding.
- The website [www.visitgermantown.com](http://www.visitgermantown.com) puts us on the map for large Milwaukee events for those who don't want to stay in Milwaukee.
- We need to give hotel guests something to do when staying here. Hotels need to know what restaurants and things to do are in Germantown to pass along to their guests.
- May 1 starts Tourism Week. Perfect time for a press release about this commission.

Ryan Rahl had to leave at 6:55pm

- The website is almost ready to launch. Elaine showed us the draft.
- Currently information requests will be sent to the Germantown Chamber at [info@germantownchamber.org](mailto:info@germantownchamber.org) to delay the cost of a separate email. These requests would most likely be forwarded to the Chamber anyway.
- Each Commission member is asked to send any change suggestions for the brochure to Elaine who will compile all notes for our next commission meeting.

IV. **New Business:** None

V. **Next Meeting Date:**  
Wednesday, May 1, 2019, 5:30pm

VI. **Meeting Adjourn:** 7:07pm on a motion by Adair/Second by Roger; carried.

Respectfully Submitted,  
Lynn Grgich, Secretary