

## **GERMANTOWN TOURISM COMMISSION**

Meeting Minutes for July 9, 2019

### **I. Meeting Call to Order:**

5:36pm the meeting was called to order by Chairman Carroll Merry

### **II. Roll Call:**

Present: Adair, Grgich, Merry, Rogers

Also Present: Elaine Motl

Excused: Rahl

Absent: Dan Wing

### **III. Citizen Input-none**

### **IV. Approval of Minutes:**

Minutes from the June 5, 2019, meeting were approved on a motion by Adair, second by Rogers. Approved unanimously.

### **V. Election of Officers** this was taken care of at the June 5, 2019, meeting.

### **VI. Old Business**

#### **a. Brochure updates and printing**

- i. The brochures were printed and distributed: Village Hall, Elaine Motl and at the Chamber office
- ii. Copies were made of the Request for Funding/Evaluation Criteria forms

Rogers moved to accept the revised brochures and request for funding forms; Adair seconded. Motion carried unanimously.

#### **b. Marketing Coordinator Report**

- i. The Public Informational Meeting has been set for Monday, 8/5/19, 6pm at the Germantown Library.
- ii. Direct email invitations will be sent to past applicants as well as other area groups identified as potential users of these funds. It will also be broadcast to the public at large via Facebook: Chamber, Village, Park & Rec
- iii. The meeting will include a showing of the website.
- iv. Website stats were at 325 up to 7/1/19.
- v. Need to get the website out/shared. Elaine suggested boosting Facebook posts as an inexpensive way promote it.

Merry moved to approve Elaine spending up to \$350 to reimburse Facebook posts for visitgermantown.com; Rogers seconded. Motion carried unanimously.

- vi. Elaine met with Mark Schroeder, Park & Rec regarding the festhalle.
- vii. Our current application for funds does not fit Capital Improvement requests very well. May need to have a separate form with a few modifications.
- viii. A marketing plan will be worked on and submitted toward the end of construction for marketing in 2020.

- ix. Elaine also talked with Michelle Tucker, Village Hall, who administers the Village website. Corrections have been made to the Tourism Commission listing.
- x. Elaine received a request from the Mai Fest committee for help with developing sponsorships. Mai Fest was slightly profitable as Friday night competed with the Milwaukee Bucks being in the playoffs and unfavorable weather.
- xi. Further discussion of whether this help falls under Elaine's contract, it was felt that she is helping them market the event through helping them develop sponsorships.
- xii. The hotel meeting is being worked on; trying to establish a date everyone can attend-managers and sales managers. This meeting is to make hotels aware of what the Tourism Commission is doing for them and get their support.

**VII. New Business**

**a. Request for funds Deutschstadt Heritage Foundation, Mai Fest.**

- i. Amount approved \$6,715 at the April 3, 2019 meeting.

**b. Request for funds EKM Moose Lodge, for Greater Moose Open**

- i. Amount approved \$312 at the March 6, 2019 meeting; amount submitted for reimbursement \$301.12

**c. Request for funds for EM Marketing Company**

Grgich moved to approve payment of Invoice #27 as presented by EM Marketing Company; Rogers seconded. Motion carried.

**d. Request for funds David Brazeal Website Development**

- i. It was noted the original estimate for website development was \$3,000
- ii. The website launched publicly May 1, 2019

Grgich moved to approve the invoice submitted by David Brazeal as presented for website design and development; Adair seconded. Motion carried.

At this point in the meeting, we went back to the Marketing Coordinator for another item.

**Old Business; Marketing Coordinator Report continued,**

xiii. The photographer hired for the Mai Fest event is not returning calls, hasn't forwarded any photos and therefore has not been paid for any work at this specific event.

- Elaine has been working to find another photographer and in fact potentially has two individuals with a lead for another.
- It won't hurt to have two, or three or four individuals to call on for events in case one is not available.

**e. Review Financial Report-no questions**

- Discussed upcoming uses for these funds
- Suggested a rack card for 2020 for promotion

- Express News has papers in Chicago area
- Travel Centers at Kenosha, huge number of requests for Washington County information from Marinette County
- Have some reserve for DNC in 2020

We viewed the power point presentation Carroll and Judy have been working on for the Village Board meeting on Monday, July 15, 2019.

**VIII. Next Meeting Date: Wednesday, August 7, 2019, 5:30pm**

Meeting adjourned at 7:08pm on a motion by Adair; second by Grgich. Approved unanimously.

Respectfully submitted by,

Lynn Grgich

Secretary