

# AGENDA

## WELCOME TO GLENDALE BOARD MEETING CONVENTION, VISITORS, AND BUSINESS ASSOCIATION

November 18, 2020  
2pm - 3pm (VIA ZOOM)

### ZOOM MEETING LOG-ON INSTRUCTIONS:

<https://us02web.zoom.us/j/8493011874>

Meeting ID: 849 301 1874

One tap mobile: 13017158592

1. Call to Order / Roll Call
2. Approval of August 12, 2020 Minutes
3. Glendale Hotel Status
4. Review and Approval of the 2021 Budget
  - a. Review of 2020 Financial Status
5. Event Status:
  - a. Oktoberfest
  - b. Bayshore Events
  - c. Sprecher
6. Glendale Green Summer
7. Small Business Saturday Campaign
8. #RESCUETHERESTAURANTS Campaign
9. Travel Data Statistics
10. GABA Report
  - a. Grants
  - b. Events
  - c. Brookfield Partnership
11. Next Meeting Date
12. Adjournment

Upon reasonable notice, efforts will be made to accommodate the needs of persons with disabilities.

**WELCOME TO GLENDALE'S CONVENTION VISITORS BUREAU (CVB)  
MARKETING EXECUTIVE BOARD**

Zoom Meeting: August 12, 2020

Present:

Shawn Storey	Rachel Safstrom	Aaron Ross	Andi Wilbee
Susie Falk	Donney Moroney	Brenda Vento	Jesse BaDour
Ann Deuser			

*Meeting Commenced: 2:07PM*

**1. Approval of May Minutes (5/13/2020)**

- a. Ms. Falk moved the motion to approve the minutes and Mr. Storey second the motion

**2. Glendale Hotel Status**

- a. Hampton Inn is coming to Glendale
- b. Welcome to Glendale has met with all six hotels
  - i. Making sure hotels are doing well
  - ii. To see if there is anything WTG can assist with
- c. Hotels are experiencing lower occupancy rates as to be expected with COVID-19
  - i. Travel Wisconsin and the Smith Travel Research (STR) have reported all Wisconsin Hotels are at a 30-40% occupancy rate
- d. Room Tax Collection
  - i. Administrator Safstrom stated room tax dollars are significantly lower than 2020
  - ii. Executive Director Deuser said we still are waiting on a few hotels for their tax collections
- e. Welcome to Glendale made a "Where to Eat" Postcard
  - i. WTG gave all six hotels a stack of postcards
  - ii. Encourages guests staying in Glendale hotels to eat and visit places within Glendale, as well directs them to the Welcome to Glendale Website
- f. General Manager Mat Meadows will be leaving Holiday Inn Milwaukee Riverfront

**3. 2020 Event Status'**

- a. Ann shared a recap of all the events scheduled to take place in Glendale and Milwaukee
  - i. DNC
    1. WTG marketed and spent money for this event, but it has been diminished
  - ii. Ryder Cup
    1. Postponed for 2021 at Whistling Straits

2. WTG has been communicating with Will Cook – new marketing person for the Ryder Cup
3. WTG’s goal is to have all golf tournament attendees stay in Glendale hotels
- iii. Sprecher Floatilla
  1. Event was a success- The event broke the Guinness World Records with 16,200+ floats
  2. Welcome to Glendale created 3,000 postcards for those who received a float. Postcard mentioned Glendale’s lodging, attractions, and website
- iv. Root Beer Bash
  1. Cancelled- due to not enough proper hygiene equipment including handwashing stations
- v. National Night Out
  1. Cancelled
- vi. Oktoberfest
  1. Event is still scheduled for five weekends: Labor Day weekend – October 4, 2020
- vii. Society of Travel Writers
  1. Cancelled
- viii. Paint the City Pretty Contest
  1. Milwaukee Metropolitan Sewage District chose Glendale for their Green Summer Initiative
  2. WTG created a painting contest for residents and businesses
  3. WTG had great response on the marketing platforms and posts with contestants’ images
  4. WTG will give winners a “Barrel of Goodies” filled with donations from local businesses and GABA members
- ix. Small Business Saturday
  1. Executive Director Deuser explained she would like a landing page with all GABA Businesses.
  2. Goal is to promote small businesses within Glendale
  3. Executive Director Deuser hopes GABA businesses will offer discounts or specials to perk up sales within the community

**4. Welcome to Glendale is a 501 (c.4) Status**

- a. IRS has approved this status for Welcome to Glendale
- b. WTG is tax exempt- it is a social welfare organization
- c. As long as WTG is offering a service than it can be deductible

**5. Preparing for 2021**

- a. Executive Director Deuser suggested that Welcome to Glendale purchase handwashing stations for future events
  - i. Costs range from \$500-\$1400
  - ii. Ms. Vento asked if it would be better to have refilling hand sanitizing stations

- iii. Administrator Safstrom stated that the decision to purchase hand-washing stations is premature. We need to look at the WTG budget for 2021. In addition, there is nowhere to store them at this time
  - b. Executive Director Deuser stated WTG will be marketing Oktoberfest
    - i. Last year was a success due to radio campaigns
    - ii. Record high attendance on great days, but many days with inclement weather
    - iii. Administrator Safstrom stated that Sprecher Brewery is planning on having an Oktoberfest- would compete with the Bavarian Bierhaus
      - 1. September 26- for four hours
      - 2. Administrator Safstrom advised WTG to review revenue and determine the amount of monetary resources given toward businesses
    - iv. Ms. Falk stated she has access to beer clubs all around WI, and will give information to Ms. BaDour
  - c. Ms. Vento stated BAYSHORE is hosting an Artisan Fair
    - i. October 3-4
    - ii. 75+ vendors
    - iii. Ms. Vento stated BAYSHORE would put Glendale hotels on their marketing platforms
  - d. WI Beer Lovers Fest
    - i. WTG will need to go over budget with Administrator Safstrom
  - e. WTG is maintaining and creating relationships in the North Shore
    - i. Promoted restaurants and attractions to stay strong for 2021
    - ii. Sent out crisis communications to residents and businesses
    - iii. Building alliances within the community (i.e. Cardinal Stritch, MSOE, Senior Living Communities) to help grow hotel occupancy
    - iv. Reached out to other North Shore Communities
      - 1. Hope to send visitors to Glendale hotels and not downtown hotels

## **6. GABA Report**

- a. Networking Opportunities are still planned for the remainder of the year
- b. Emails with COVID-19 updates are continually being sent
- c. Executive Director Deuser wrote "We're All In" grant letters
- d. Many businesses are saying they will join once COVID-19 is over

## **7. Welcome Gifts to New Businesses**

- a. Executive Director Deuser suggested a plant or basket full of goodies to welcome new businesses to Glendale
- b. The Board concurred that sending a plant was appropriate
  - i. Mr. Storey said he liked the plant idea- of growing together in community
  - ii. Ms. Vento stated it would be a great marketing platform- bringing life and growth to Glendale
- c. Administrator Safstrom stated WTG needs to be aware that gifts can get expensive quickly and there is a local florist that could help keep cost down

## **8. New Marketing Strategy for Welcome to Glendale**

- a. Executive Director Deuser went over data reported by Travel Wisconsin
  - i. Travel Trends- roadtrips, multi-generational travel, 50% stay overnight and travel 100-250 miles, glamping, authentic travel, last minute planning, prefer small towns over large cities
  - ii. 43% of population feels safe traveling outside their community
- b. Executive Director Deuser proposed a new marketing strategy
  - i. Social Distance Destination
  - ii. Director Deuser created a video teaser
  - iii. Market to La Crosse, Eau Claire, Appleton, and Green Bay
  - iv. WTG would create a "Welcome Kit" with masks, sanitizer, root beer
  - v. WTG would start campaign in September or October
  - vi. Ms. Vento stated she liked the video concept, but was not sold on social distance destination- the wording does not bring about a positive feeling
  - vii. Ms. Moroney suggested adding fall weather images to the video
  - viii. Administrator Safstrom stated she liked the video but wants WTG to be more of the focus. Loves the idea of "Feeling Normal Again"
- c. Next steps
  - i. WTG needs to get pricing and figure out budget

## **9. Last Minute Additions**

- a. Ms. Falk suggested having superintendent of Brown Deer speak at a GABA networking event

## **10. Next Meeting Date: Wednesday, November 18 @ 2PM**

*Meeting Adjourned at 2:55PM*



WELCOME TO  
**Glendale**

W I S C O N S I N

Convention, Visitors, and Business Association

*Tap the Possibilities!™*

# Travel Data - 2021 Covid Predictions

Based on Longwoods International 2020 study.

Notes from 11/7 Destinations Wisconsin Department of Tourism Conference.

**Tourism/Travel was the first industry hit by COVID...and will recover last.**

**Travel and Group Meetings will not resume to the record-breaking 2019 levels until 2024.**

**Experts predict public events will resume in 3rd quarter 2021.**

## What's holding people back from travel or planning events?

Budget restraints and unemployment

Legal issues

Fear of Covid

Local health department restraints

Lack of ROI on events

50% of Americans say they will not take the vaccine

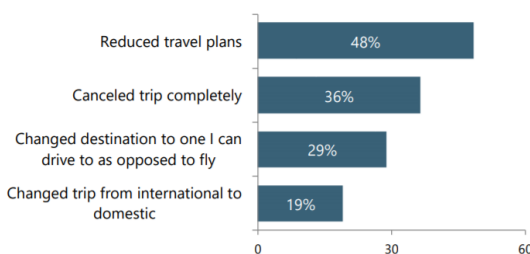
31% of CVB's are holding-off marketing and planning events. (Mostly small CVB's)

### IMPACT ON TRAVEL PLANS

November 4, 2020



**69%**  
of travelers planning to travel in the next six months will change their travel plans due to coronavirus



Base: Coronavirus Changed Travel Plans

### First Trip Travelers Will Take in the Next Six Weeks



	<b>2020</b>				<b>2021</b>	
	<b>Budget Business Association</b>	<b>Estimated Business Association</b>	<b>Budget CVB</b>	<b>Estimated CVB</b>	<b>Budget Business Association</b>	<b>Budget CVB</b>
<b>Revenues</b>						
Memberships	86,325	8,000	-	-	87,000	-
Misc Revenues	35,000	651	-	-	35,000	-
Event Sponsorships	-	-	35,000	-	-	35,000
Room Tax	-	-	225,000	150,000	-	225,000
Grant	-	37,337	-	37,337	-	-
Interest Income	-	-	-	581	-	750
<b>Total Revenues</b>	<b>121,325</b>	<b>45,988</b>	<b>260,000</b>	<b>187,918</b>	<b>122,000</b>	<b>260,750</b>
<b>Expenses</b>						
Salaries	62,500	62,500	62,500	62,500	63,750	63,750
Overtime	1,000	-	1,000	-	1,000	1,000
FICA	4,858	4,781	4,858	4,781	4,877	4,877
Mileage	700	-	700	-	700	700
Worker Comp/Unemployment	150	750	150	750	800	800
Accounting	1,125	125	1,125	1,125	1,125	1,125
Audit	1,500	1,500	1,500	1,500	1,500	1,500
Banking Fees	450	40	450	40	450	450
Attorney	1,000	-	1,000	-	1,000	1,000
Training	2,500	-	2,500	-	2,500	2,500
Internet	1,200	1,750	1,200	1,750	1,200	1,200
IT Services	1,750	-	1,750	-	1,750	1,750
Telephone	1,500	-	1,500	-	1,500	1,500
Office Supplies	2,000	92	2,500	92	2,000	2,500
Subscriptions/Dues	1,000	347	1,500	647	1,000	1,500
Events	7,000	1,135	82,000	1,135	7,000	82,000
Postage	3,000	37	3,000	37	3,000	3,000
Website/Social Media Support	7,500	405	7,500	12,384	7,500	7,500
Building Rent/Janitorial	12,500	-	12,500	-	-	-
Annual Capital	10,000	-	10,000	-	-	-
Meals & Entertainment	-	101	-	-	-	-
Marketing Expenses	-	2,729	-	2,729	3,000	3,000
Reimbursed Ann	-	670	-	670	-	-
<b>Total Expenses</b>	<b>123,233</b>	<b>76,961.00</b>	<b>199,233.00</b>	<b>90,140.25</b>	<b>105,652</b>	<b>181,652.00</b>
Net Revenue (Deficit)	(1,908.00)	(30,973.00)	60,767.00	97,777.75	16,348.00	79,098.00