

# AGENDA

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

November 3, 2021

11 a.m. to 12 p.m. (VIA ZOOM)

### ZOOM MEETING LOG-ON INSTRUCTIONS:

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

Meeting ID: 849 301 1874

One tap mobile +1 312 626 6799

1. Call to Order / Roll Call
2. Approval of May 5, June 9, and June 22, September 29, 2021, minutes
3. Glendale hotel status and update (City Administrator)
  - a. Engaging our hotels
  - b. Ryder Cup/Summerfest/Oktoberfest challenge
4. Review and possible action 2022 Budget
5. New Visitor Center and GABA Facility Update
6. Brief review of Summer Events
  - a. Music in the Glen
  - b. Fourth of July Celebration
  - c. Root Beer Bash
  - d. Oktoberfest
7. Fall Art & Artisan Fair Report
8. State Fair Marketing
9. Social Media Community Standards
10. Review and possible action on Welcome to Glendale Employee Manual
11. Website/Email Update
12. Direct Marketing Organization State Grant Update
13. GABA Update
  - a. Member Update/Renewals
  - b. Senior Coalition
  - c. Small Business Saturday
  - d. US Chamber of Commerce – Attended online lead conference
14. Update on Executive Director Search
15. Set Next Meeting Date (At the New Visitor Center!)
16. Adjournment

**WELCOME TO GLENDALE'S  
CONVENTION, VISITORS, AND BUSINESS ASSOCIATION (CVB)  
MARKETING EXECUTIVE BOARD**

Zoom Meeting: May 5, 2021

Roll Call

Present: Shawn Storey, Aaron Ross, Susi Falk, Donney Moroney, Brenda Vento, Raymond Dole

Staff Present: Rachel Safstrom, City Administrator, Ann Deuser, Executive Director of Welcome to Glendale Convention, Visitors, and Business Association, Jesse BaDour, Marketing and Event Coordinator for Welcome to Glendale Convention Visitors, and Business Association

*Meeting called to order by Executive Director Deuser at 2:06PM*

**1. Approval of the February 10, 2021, Meeting Minutes**

Motion by Administrator Safstrom, seconded by Mr. Ross to approve the February 10, 2021, Meeting Minutes. Motion approved unanimously.

**2. Glendale Hotel Occupancy and Budget.**

Administrator Safstrom stated the second quarter numbers slowly are increasing. Motel 6 is under renovation and is unable to open their second and third floor for guests until it is safe for patrons. Executive Director Dueser mentioned the new Hampton Inn will be having a ribbon cutting, but no date has been set.

**3. Visitor Guides and #RescuetheRestaurants**

Executive Director Deuser informed the board that 10,000 new Glendale Visitor Guides are printed with 9,000 distributed to various locations in Glendale including all hotels. Welcome to Glendale will hand out these guides at large scale city events this summer. In addition, the #RescuetheRestaurants guides, sponsored by Boelter, have also been distributed. Executive Director Deuser reports the restaurants are doing better. Mr. Ross commented saying compared to 2019 reports, California Pizza Kitchen is doing great. Glendale Area Business Association members have received information on SBA loans for restaurants.

**4. COVID Preparedness Plan**

Welcome to Glendale created a COVID Preparedness Plan for summer events and it is currently under review at the North Shore Health Department. As the Emergency Order 8.1.20 was lifted, some portions of the plan no longer apply and will be taken out. The plan indicates the expectations for all attendees, social distancing, and encouraging the use of masks when social distancing is not feasible outdoors. Food vendors will be required to wear masks and gloves. Currently, the Fourth of July committee and the North Shore Health Department are working together to strategize how to operate the celebration. Welcome to Glendale will have free masks and extra hand sanitizing stations at their booth until supplies last. All marketing says COVID plans will be in place.

Administrator Safstrom said Glendale businesses are encouraged to follow the guidelines of the CDC and North Shore Health Department. A business is able to call the police if a patron refuses to adhere to the businesses rules and can be cited for trespassing.

## 5. Event/Sponsorship Status

- The first ever community wide, Shamrock Bingo was a success. Bank Five Nine sponsored the event. Viewers participated through Welcome to Glendale Facebook Live. There were six rounds of bingos, each round called off by a Glendale celebrity caller. Winners received a \$100 restaurant gift certificate.
- Welcome to Glendale has sold out of ad space in the Summer Event Guide. The booklet will be sent to all 5,200 Glendale homes and should arrive the first week of June. However, sponsorships for events are down about 50%. Luckily, this funding will cover all of Music in the Glen, the event guide booklet, and some of Fourth of July.
- Event Marketing has begun. Welcome to Glendale is working with Milwaukee with Kids and Key Magazine. All city events are on multiple event calendars. A press release was sent to all media. Root Beer Bash reading postcards are delivered to all North Shore libraries. Community email blasts include the events. Key Magazine has given Glendale a free page to market all city events this summer including Sprecher, BAYSHORE, and Bavarian Bierhaus events.
- Glendale's Fourth of July Celebration is condensed for four reasons: COVID, lack of volunteers, lack of vendors/sponsorships, and time frame of events. Milwaukee County Parks will let the city know on June 1<sup>st</sup> if we can host this festival.
- Music in the Glen is shortened to four concerts. All concerts are sponsored. There will be a Veterans Salute concert with a flag ceremony at 6:15PM on July 21, 2021. There will be a variety of veteran groups and organizations involved. The concert will be patriotic.
- Root Beer Bash will have a classic car show, petting zoo, two bands, David Stokes and Brett and the Dandys as the headliner. The car show flyer has been posted on various car calendars. Sprecher could be handing out free floats, but this is not confirmed.
- On August 4-7, 2021, the Geico baseball city series championship games will be held at the Richard E Maslowski Community Park. ESPN will film games. There will be 16 baseball teams. MSOE's head coach has a partnership with the Holiday Inn Riverfront. Many teams will stay there. The Richard E. Maslowski Park is receiving recognition as one of the best fields in the state by JS Online.
- Oktoberfest is moving forward with a five-weekend festival. The Bavarian Bierhaus is also hosting German Days. Executive Director Deuser wants to market Oktoberfest earlier than years past. Executive Director Deuser suggests having a hotel shuttle to the Bavarian Bierhaus for weddings and Oktoberfest. Administrator Safstrom stated it would be great to have a complimentary shuttle, but if would need to be sponsored. Currently, weddings at the Bavarian Bierhaus are canceling their stays in Glendale as the hotels do

not offer a shuttle service. Nothing has been approved or decided upon with a shuttle service.

## **6. Travel Wisconsin/WIGCOT Travel Status**

Travel Wisconsin is marketing to northern Illinois, Iowa, and Western Minnesota. The Longwood Travel study indicates people are planning trips as 60% feel safe to travel out of their city.

## **7. “Heads in Beds” Strategies**

Executive Director Deuser stated the Travel Writers Convention is coming to Milwaukee. Ms. BaDour is creating an email to entice travel writers to visit and stay in Glendale. Welcome to Glendale had their first travel writer visit our city and is pitching a story about Glendale to Midwest Living. The Residence Inn has created a special code for family members visiting loved ones in Glendale nursing homes. Lastly, Executive Director Deuser spoke with an expert at the Wisconsin DNR, and they will now direct people to stay in Glendale for trout fishing.

## **8. Welcome to Glendale to Sponsor Bayshore’s Art & Artisan Show?**

Welcome to Glendale normally sponsors the Wisconsin Beer Lovers Fest. As this festival is not happening in 2021 and may not return, Ms. Vento from Bayshore is asking for WTG to sponsor their Art & Artisan Show on September 25 & 26. The Art Show is done by Amdur production company to recruit artisans of a high-end quality. This is an audience that travels, marketing to Chicago and Midwest region. The festival will include 75 vendors, food trucks, and live entertainment. Bayshore’s marketing includes MKE Lifestyle, Milwaukee magazine, radio commercials and event calendars. The sponsorship would be \$15,000 which includes sponsors featured on the marquee of The Yard, private canopy event, making announcements at the start of each show, website and social media shout outs, promotional posters, and flagpole banners. Board will need to vote on this at the next meeting in June.

## **9. GABA Report**

Welcome to Glendale has sent a “welcome plant” to new businesses opening in Glendale: Landmark Credit Union, Goody Gourmet, Toppers, and Chase Bank. Currently, GABA has 53 members and four new members have joined in the past few weeks. On March 11<sup>th</sup>, GABA’s Network at Night was a success with roughly 50 individuals. However, the Lunch and Learn scheduled for April was cancelled, due to lack of responses. Welcome to Glendale has created new job board for GABA members on the website. The GABA summer event schedule is out. Administrator Safstrom stated GABA should not cancel events even if four people sign up as business members will not sign up and see the value of being a member.

## **10. Website Update**

Executive Director Deuser is not happy with the current website host. She is meeting with marketing companies to find a new reliable company.

## **11. Next Meeting Date: June 9 @ 2:00PM**

The committee confirmed the next meeting for June 9, 2021 at 2:00 p.m. via Zoom.

*Adjournment*

*Motion by Administrator Safstrom, seconded by Ms. Falk to adjourn the meeting at 3:09PM until June 9 at 2:00PM*

Respectfully submitted,

Jesse BaDour  
Marketing and Event Coordinator  
Welcome to Glendale- Convention, Visitors, and Business Association

**WELCOME TO GLENDALE'S  
CONVENTION, VISITORS, AND BUSINESS ASSOCIATION (CVB)  
MARKETING EXECUTIVE BOARD**

Zoom Meeting: June 9, 2021

Roll Call

Present: Shawn Storey, Donney Moroney, Brenda Vento,

Absent: Raymond Dole, Aaron Ross, Susi Falk

Staff Present: Rachel Safstrom, City Administrator, Ann Deuser, Executive Director of Welcome to Glendale Convention, Visitors, and Business Association, Jesse BaDour, Marketing and Event Coordinator for Welcome to Glendale Convention Visitors, and Business Association, Mayor Bryan Kennedy, City of Glendale Mayor

*Due to lack of quorum, meeting was not called to order.*

**1. Brief Discussion**

Administrator Safstrom stated the committee must approve the sponsorship of BAYSHORE's Art & Artisan Fair in a public meeting, due to the size of the expenditure. Ms. Vento needs to have a decision made by end of month.

**2. Approval of the May 5, 2021, Meeting Minutes**

The approval of the May 5, 2021, meeting minutes must wait until next meeting.

**3. Next Meeting Date: June 22 @ 2:00PM**

The committee confirmed the next meeting for June 22, 2021 at 2:00 p.m. via Zoom.

Adjournment

Due to a lack of quorum, the meeting ended at 2:14PM until June 22, 2021 at 2:00PM.

Respectfully submitted,

Jesse BaDour  
Marketing and Event Coordinator  
Welcome to Glendale- Convention, Visitors, and Business Association

**WELCOME TO GLENDALE'S  
CONVENTION, VISITORS, AND BUSINESS ASSOCIATION (CVB)  
MARKETING EXECUTIVE BOARD**

Zoom Meeting: June 22, 2021

Roll Call

Present: Brenda Vento, Aaron Ross, Raymond Dole, Susi Falk, Donney Moroney,

Absent: Shawn Storey

Staff Present: Rachel Safstrom, City Administrator, Ann Deuser, Executive Director of Welcome to Glendale Convention, Visitors, and Business Association, Jesse BaDour, Marketing and Event Coordinator for Welcome to Glendale Convention Visitors, and Business Association, Mayor Bryan Kennedy, City of Glendale Mayor

*Meeting was called to order by Executive Director Deuser at 2:08PM.*

**1. Approval of the May 5, 2021, Meeting Minutes**

Motion by Administrator Safstrom, seconded by Ms. Falk to approve the March 5, 2021, Meeting Minutes. Motion approved unanimously.

**2. Review and Approval of Sponsorship of Bayshore's Art & Artisan Fair**

Welcome to Glendale is seeking approval to sponsor Bayshore's Art & Artisan Fair instead of the Wisconsin Beer Lovers Fest. WTG's goal is to pack hotels. The Art Fair is on September 25 & 26. The sponsorship cost is \$15,000. Ms. Vento explained this is BAYSHORE's third Art Fair. Many travelers come from Northern Illinois for the two-day event. The event attendance on May 15-16 had 4,000+ attendees with 75 vendors. There were over two million impressions for the event. The event was featured on OnMilwaukee, CBS 15, WISN 12, Everly, 99.1, 103.7, Milwaukee Magazine, MKE Lifestyle, and a flyer sent to 65,000 households in a 15-mile radius. The Art Show has upscale artists and an audience with higher incomes. Amdur Productions hosts 24 arts shows including in Northern Illinois, BAYSHORE, and Whitefish Bay on July 10-11, 2021. They have a large following on social media.

Administrator Safstrom suggested Glendale hotels be placed on flyers for the Art & Artisan Fair as well as the website.

Hotels will be full for the weekend of September 25 and 26 as it is extremely busy. Oktoberfest at the Bavarian Bierhaus and the Ryder Cup are also that weekend. Summerfest potentially may be that weekend too. Brenda shared Ryder Cup information to Amdur Productions so they are aware.

Motion by Administrator Safstrom, seconded by Mayor Kennedy to approve Welcome to Glendale sponsoring the September 15 & 16 Bayshore's Art & Artisan Fair. The committee will revisit this sponsorship in November to see if this sponsorship will be continued for one or both Spring and Fall Fairs. Motion approved unanimously

*\*Ms. Vento abstained from voting.*

### **3. Consideration for the relocation for Welcome to Glendale Staff**

Currently, Welcome to Glendale works out of Glendale's DPW conference room. The DPW building is locked to visitors. WTG is looking at the Worth Building on Port Washington Road, across from Motel 6, as the new Visitors Center and Glendale Area Business Association Headquarters. The office has dated features that can easily be turned into a root beer barrel theme. There is a reception area, common area to place visitor brochures, conference room, storage space, kitchen, and a ramp in the back for loading items to and from events.

Administrator Safstrom and Ms. BaDour are reviewing WTG's finances and budget. This is to better record for staff and the CVB board. The WTG budget has allotted \$2,000 – \$2,200 for rent a month. Room tax revenue is increasing as more people are staying overnight. As Bob Worth is still in the building, the move to relocate would not be until September or October 2021. Signage would go through the Plan Commission for any signage request. Sandwich boards are not allowed

Executive Director Deuser is looking for extra revenue generators including selling Glendale postcards and leasing out the conference space which can help subsidize rent. WTG hopes to have meetings in conference room, or network at nights in the back lot outside for GABA.

Motion by Ms. Falk, seconded by Ms. Moroney to support the relocation of Welcome to Glendale and create a lease agreement with Bob Worth to present to the board for approval in August. Motion approved unanimously.

### **4. Next Meeting Date: TBD @ 2:00PM**

No meeting date has been set. Welcome to Glendale will wait to create a next meeting date until a lease agreement has been made.

#### Adjournment

Motion by Administrator Safstrom, seconded by Ms. Vento to adjourn the meeting at 2:35PM.

Respectfully submitted,

Jesse BaDour  
Marketing and Event Coordinator  
Welcome to Glendale- Convention, Visitors, and Business Association



**WELCOME TO GLENDALE'S  
CONVENTION, VISITORS, AND BUSINESS ASSOCIATION (CVB)**

Marketing Executive Board  
Zoom Meeting: September 29, 2021

Roll Call

Present: Brenda Vento, Meredith Ketzler, Shawn Storey, Susie Falk, Rachel Safstrom,

Absent: Aaron Ross, Andi Wilbee, Donney Moroney, Brandi Misale, Bryan Kennedy

Staff Present: Ann Deuser, Executive Director of Welcome to Glendale Convention,  
Visitors, and Business Association, Jesse BaDour, Marketing and Event Coordinator for  
Welcome to Glendale Convention Visitors, and Business Association,

Due to a lack of quorum, the meeting will be rescheduled for a later date via Zoom.

Respectfully submitted,

Jesse BaDour  
Marketing and Event Coordinator  
Welcome to Glendale- Convention, Visitors, and Business Association  
Recording Secretary