

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

Zoom Meeting: January 26, 2022

Roll Call

Present: Mayor Bryan Kennedy, Brenda Vento, Donney Moroney, Brandi Misale, Shawn Storey, Aaron Ross,

Absent: Raymond Dole

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

Meeting called to order by Mayor Kennedy at 2:02 p.m.

1. Approval of the November 3, 2021, Meeting Minutes

Motion by Ms. Vento, seconded by Mr. Ross to approve the November 3, 2021, meeting minutes. Motion approved unanimously.

2. Introduction of New Executive Director

Executive Director Garrison introduced herself. She had previously worked at the Bavarian Bierhaus for three years doing events and marketing. Her first day as Executive Director started on December 6, 2021. She has degrees in Community Engagement, Public Relations, and Marketing.

3. New Visitor Center and GABA Headquarters

Welcome to Glendale's Visitor Center and GABA Headquarters is currently open to the public. Hours are Monday-Thursday, 10:00 a.m. – 4:00 p.m. and by appointment only on Fridays. The Visitor Center is waiting for new furniture due to supply chain issues but should have desks by February 23, 2022.

4. Hotel Update

Third quarter hotel tax dollars were higher than the first and second quarter numbers combined for 2021. Oktoberfest, Bayshore's Art & Artisan Fair, Ryder Cup, and the Bucks Championship were all reasons for a successful third quarter. Oktoberfest had the highest number of attendees and tickets sold of any previous year. Executive Director Garrison has met with hotel General Managers and has shown different marketing materials to them. Her goal is to bring brand awareness to hotels.

5. Migration of Tools and Marketing

Welcome to Glendale now has ownership of the Linked-In, Instagram, and Facebook pages. They were previously owned by a contractor. Since Executive Director Garrison started, Welcome to Glendale has gained followers, reaches, and engagements for all social media platforms. Her goal is to continue growing every social media platform. Mayor Kennedy asked Welcome to Glendale to share a video of the City Administrator application on the Welcome to Glendale Linked-In page. Welcome to Glendale has updated photos on the website, but Executive Director Garrison would like to get a new website.

6. 2021 RECAP

Reviewing 2021, Welcome to Glendale opened a new Visitor Center, hosted the first ever virtual Shamrock Bingo, created the #RescuetheRestaurant campaign, organized, assisted, and found sponsorships for summer events (i.e. MITG, Fourth of July, Root Beer Bash). Welcome to Glendale also marketed toward The Ryder Cup attendees and the Society of Travel Writers to come to Glendale. Welcome to Glendale also participated at State Fair in the Travel Wisconsin booth.

7. Direction for Welcome to Glendale

Although the budget was approved, Executive Director Garrison wants to review the budget and make sure funding aligns with the mission of Welcome to Glendale. The primary goal is “Heads in Beds”. She’d like to sponsor events that bring people to stay in Glendale hotels.

Mayor Kennedy commented that in years past the City of Glendale and Welcome to Glendale worked very closely together. However, he would like to separate them as a Convention and Visitors Bureau is a separate entity from a city. WTG is a 501-c.4 status. The city will be amending their budget to include funding costs for Fourth of July and Music in the Glen. Welcome to Glendale will need to amend their budget too. Welcome to Glendale has created summer booklets, and the city would like WTG to continue producing and finding sponsorship for city events. The City of Glendale would contract Welcome to Glendale to do this.

8. Goals & Plans for 2022

Executive Director Garrison wants to have an app for the website, and possibly add merchandise options including postcards and stickers to showcase Glendale. Director Garrison mentioned Glendale hotels are missing a shuttle system. This shuttle could be for weddings, city events, Oktoberfest, Bucks games, etc. As the event coordinator for the Bavarian Bierhaus, Director Garrison found that wedding parties were staying in downtown Milwaukee or Brown Deer hotels because they offered shuttles.

Currently, Welcome to Glendale has an ad in the Fun in Wisconsin magazine and WI Event Planner. Executive Director Garrison has created a Hotel Guide for visitors.

9. Root Beer Bash

Sprecher Brewery does not like the date or location for the Root Beer Bash. They will not sponsor the event if it continues being held at the Richard E. Maslowski Park. Sprecher would like the event to be on National Root Beer Float Day, August 6, 2022 and at a venue that is easy to find and large enough to host thousands of people. The committee discussed two possible venue options: BAYSHORE and The Bavarian Bierhaus. Each venue will submit a proposal for the board to review for next meeting. Motion by Mr. Storey, seconded by Ms. Moroney to change Root Beer Bash date to August 6, 2022. Motion approved unanimously.

10. GABA Updates

At the end of 2021, the Glendale-Area Business Association had 63 members. The goal is to have over 100 businesses at the end of 2022. Executive Director Garrison would like businesses to sponsor events and help provide food for the events. The first GABA Morning Mingle had 23 attendees. The Annual Cheers to New Year's event at Sprecher Brewery has 9 businesses donating prizes, valued at \$600.

11. Discussion & Possible Action for a Nominating Committee

Mayor Kennedy discussed the bylaws and board responsibilities. The Bylaws have been updated to include a one-year term for board members and a board of 4-6 members, with one member from the hotel industry and one from the City of Glendale. Executive Director and Garrison and Ms. BaDour report to the board, not the City Administrator or City of Glendale. The board can, and should, be a rotating board with different businesses as board members. The board has the authority to remove non-participating board members. Ms. Vento suggests if a board member misses two, they are up for review by the board. Ms. Moroney suggests that the meetings are planned in advanced and on the calendar.

Mayor Kennedy proposes creating a nominating committee. This committee would help find new members. Motion carries. Executive Director Garrison proposes Ms. Vento, Ms. Moroney, and Mayor Kennedy be on the nominating committee. Motion by Mr. Storey, seconded by Ms. Misale to approve the three members of the nominating committee. Motion approved unanimously.

12. Annual Meeting

The board discussed the difference between a board meeting and an annual meeting. An annual meeting would include all board members, GABA members, and the seven hotel managers. Annual meetings do not have to reach quorum, and everyone gets to vote. There should be one annual meeting a year.

13. Discussion & Possible Action for an Ad hoc Committee

Executive Director Garrison proposed an ad hoc committee for the North Shore Senior Fair. This fair would include senior services and living assistance. Ms. Vento suggested reaching out to 50+ Magazine to see if they would sponsor. Motion by Ms. Moroney, seconded by Mr. Story to approve the North Shore Senior committee. Motion approved unanimously.

14. Next Meeting Date: Thursday, April 14, 2022 @ 4:00-5:30 p.m.

The committee confirmed an Annual Meeting, open to all board members, GABA members, and hotel managers for April 14, 2022, at 4:00 p.m. in person at the Holiday Inn Milwaukee Riverfront. Attendees can mingle from 4:00-4:30 p.m. with the meeting commencing at 4:30p.m. The board will meet five minutes after the annual meeting to choose a chair to help facilitate future meetings.

Adjournment

Motion by Ms. Moroney, seconded by Ms. Vento to adjourn the meeting at 3:04 p.m. until April 14, 2022, at 4:00 p.m.

Respectfully submitted,

Jesse BaDour

Deputy Director

Welcome to Glendale- Convention, Visitors, and Business Association