

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

Zoom Meeting: February 10, 2021

Roll Call

Present: Shawn Storey, Jeff Hamilton, Aaron Ross, Kelly Kluff, Brandi Misale, Donney Moroney, Brenda Vento

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 commenced at 2:04PM

CVB Board will continue but has not reached quorum and will need to reschedule for voting purposes.

1. Glendale Hotel Occupancy and Budget.

Administrator Safstrom stated hotel revenue is down 50% as in prior years. Welcome to Glendale (WTG) will need to continue to be conservative with expenses in planning events. Welcome to Glendale has received a grant from Travel Wisconsin for \$74,000 and will apply for a PPP second quarter. WTG will take over Music in the Glen event funds starting in 2021.

Ms. Brenda Vento entered the meeting at 2:13PM and the meeting officially began.

2. 2021 Event Status

- Shamrock Bingo will be on March 17th and is sponsored by Bank Five Nine. This is a community wide event only for Glendale residents. Participants will pick up their cards, bingo chips, and directions in the Bank Five Nine drive thru between March 1-16. Prizes will be \$100 restaurant gift cards to help the #RescuetheRestaurants campaign and sent via mail. The event will be held via Facebook Live on the Welcome to Glendale Facebook Page.
- Fourth of July is being planned. There will be a main parade at 2 p.m., with a food truck festival to follow, and a performance by "The Love Monkeys.
- Music in the Glen is debating on having four or five concerts starting July 14th, 2021. Currently there is a Veterans Salute, Kid's Concert, American Idol Contestant and an 80's Jazz band.
- Wisconsin Beer Lovers Festival is cancelled but Bayshore will have a Spring Art and Artisan Fair in May. Ms. Vento informed the board their first Artisan Fair was a success, and they will now host one in May and September of 2021. Bayshore's main goal is to fill hotel rooms and bring people to Glendale by marketing to Chicago and Green Bay.

- Root Beer Bash- The Glendale Police will not be holding their 5K run. The committee voted to have the Root Beer Bash for 2021. It will include root beer themed foods, a petting zoo, family shows, live music, potentially a “Guns and Hoses” baseball game between the police and fire department, and the possibility of adding a classic car show for social distancing purposes. Administrator Safstrom stated as long as emergency vehicles can get through the road, the concept of a car show would be fine. The event will be held on Saturday, August 28.
- Oktoberfest will more than likely happen this year. The Bavarian Bierhaus worked with Glendale hotels for the festival. Welcome to Glendale wants to market to travelers to increase hotel occupancy.

3. New Strategy for the Booklets

Executive Director Deuser surveyed the top 15 sponsors from previous years and found that they are willing to give, but not at the same monetary level. To save cost, Welcome to Glendale will combine the Fourth of July and Music in the Glen booklets into one Summer Event Guide. This booklet will be mailed to 5,200 households. There will be sponsorship opportunities inside the booklet. Administrator Safstrom suggested adding an activity for children into the Summer Event Guide and they can receive a free ice cream at the Richard E. Maslowski park. The booklet will be finished in May and sent via mail early June.

4. Sponsorship Status

Welcome to Glendale is working on the “Great Database” with all Glendale businesses. Executive Director Deuser hopes to have more sponsors giving less sponsorship amounts to maintain the events the city offers its residents.

5. Small Business Saturday Campaign.

Welcome to Glendale (WTG) created a Small Business Saturday campaign for Glendale Area Business Association members. Marketing included an ad in the Nicolet Rec book, FB promotions, and a webpage on the WTG website. Several members including Brass Bell and Robert Haack reported success from the campaign.

6. Travel Wisconsin- Wisconsin Recreation Package

Travel Wisconsin created a Winter Bundle Recreational Activity Campaign to be featured on the Travel Wisconsin website. Two Glendale hotels, the Holiday Inn Milwaukee Riverfront and the Residence Inn, took part in this campaign. They are each running a Fat Bike Tire Promotion that will run until March 1st. Any guest staying because of the campaign will receive a goody bag provided by Welcome to Glendale. This was a free marketing opportunity for the city of Glendale.

7. #RescuetheRestaurants

#RescuetheRestaurants is sponsored by Boelter. This dining guide will be distributed to Nicolet High School, the North Shore Library, hotels, attractions, realtors, and Cardinal Stritch University. There will be a digital version online and posted on social media.

8. Visitors Guide

To save on expenses, Welcome to Glendale will be using the same look and feel as other promotional guides. It will be fixed and updated every few years. This guide will include hotels, attractions, and events. Various Glendale businesses have seen the guide and approved of their sections.

9. Motor Coach Strategy

Executive Director Deuser discussed the possibility of having Glendale as a motor coach hub. Glendale has great assets for travelers. Mr. Hamilton added that it would be best to offer an overnight package as most individuals do not buy much and only look around. The audience is mainly senior citizens and individuals with disabilities.

10. Vendor / Entertainment Resource Guide

Welcome to Glendale has been compiling a list of music acts, food trucks, vendor booths and more to capitalize on. Currently there are over 500 contacts. Due to liability concerns, Welcome to Glendale will run the idea with John Fuchs. However, this list will be offered to GABA members as an additional benefit and resource.

Ms. Donney Moroney and Mr. Aaron Ross left the meeting at 3:00PM. The CVB board meeting is officially adjourned.

Next Meeting Date: May 5 @ 2:00PM

Respectfully submitted,

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