

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

Zoom Meeting: February 24, 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 2:06 p.m.

1. Approval of the January 26, 2021, Meeting Minutes

Motion by Ms. Vento, seconded by Ms. Moroney to approve the January 26, 2021, Meeting Minutes. Motion approved unanimously.

2. Introduction of Attorney Fuchs

Welcome to Glendale's attorney John Fuchs introduced himself to the board. He gave a brief history of Welcome to Glendale. Glendale's Convention and Visitors Bureau was incorporated in 1988 and has been "grandfathered in" to some Wisconsin laws. WTG must use 51% of funds on tourism and follow the state's statutes. Now the Glendale Area Business Association is under WTG's umbrella. The legal name of Welcome to Glendale is "Glendale Convention, Visitors, and Business Association." GABA expenses will only be paid with GABA dues and not the tourism hotel tax dollars. Attorney Fuchs suggests adopting a resolution to approve of WTG staff engaging in GABA. Mayor Kennedy added that the board will operate separately from the city and should create a hiring committee for future. Motion by Ms. Moroney, seconded by Mr. Storey to retain Attorney Fuchs as legal counsel for Welcome to Glendale. Motion approved unanimously.

Meeting Dates

The upcoming board meeting dates will be the second Wednesday from 2:00-3:00 p.m., on the first month of every quarter. The scheduled meeting dates for 2022 are as followed:

- April 14 (4:00-5:30 p.m.) General Meeting with a five-minute Board Meetings afterward. The board will convene after the meeting to select a chair. Mr. Ross will not be able to attend the April meeting.
- July 13- (2:00-3:00 p.m.)
- October 12 – (2:00-3:00 p.m.)

Motion by Ms. Vento, seconded by Ms. Moroney to approve the scheduled meeting dates for 2022. Motion approved unanimously.

Executive Director Garrison informed the board of the Visitor Center's office hours: Monday-Thursday, 10:00 a.m. – 4:00 p.m. and by appointment only on Fridays.

3. Jesse's Title Change

Currently, Ms. BaDour's title is Marketing and Event Coordinator. Executive Director Garrison informed the board of all the various job roles Ms. BaDour does in addition to marketing and event coordinating including creating a finance report with pivot tables, invoicing, paying bills, more. She would like to change Ms. BaDour's title to Deputy Director and give her a raise as Ms. BaDour has not received a pay increase, bonus, or benefits since she started two years ago. Motion by Ms. Moroney, seconded by Ms. Vento for Ms. BaDour's title change to Deputy Director and raise. Motion approved unanimously.

For reviews and pay raises, the Board Chair evaluates the Executive Director and the Executive Director evaluates the employees. Welcome to Glendale staff would put together a proposed budget to share with the chair and the board.

4. 2022 Budget

WTG will no longer oversee Music in the Glen and Fourth of July; the City of Glendale will be amending their budget to pay for the events. The \$32,000 funds allotted for MITG and Fourth of July have been redistributed to other areas that best fit the mission of WTG. With this, the WTG budget, approved back in November 2021, has been amended and needs approval. WTG would like to sponsor the Beer Lovers Fest and Cigar Fest for 2022. WTG will continue sponsoring Fourth of July and MITG at smaller amounts. The amendments to the 2022 budget are more accurate as Ms. BaDour created pivot tables that show all expenses and revenues for 2021. The report is very detailed and showcases whether expenses are CVB or GABA related. Motion by Ms. Misale, seconded by Ms. Moroney to approve the newly amended 2022 budget. Motion approved unanimously.

Currently WTG is waiting on Quarter 4 hotel tax dollars and a 2021 report.

5. GABA Name Change

Executive Director Garrison stated she is having trouble growing GABA. Some potential businesses don't want to join because the name says "Glendale", and they are not located in Glendale. GABA has 10 new members. Attorney Fuchs will trademark some potential names for GABA; he believes the cost is \$6 per trademark. Ms. Vento suggests having the word "chamber" in the new name. Mayor Kennedy wants Executive Director Garrison to bring this topic up at the General Meeting in April and hear from chamber members what they think.

6. Overview of 2022 Events

Executive Director Garrison gave a brief overview of the 2022 events happening in Glendale, and which events Welcome to Glendale will be running. The upcoming event WTG will be hosting is the Spring into Bingo Community-wide Bingo for North Shore families. Executive Director Garrison is trying to get the Dairyland Bicycle Races in Glendale.

7. Root Beer Bash Location

Executive Director Garrison reviewed two venue options for this year's Root Beer Bash on August 6, 2022. She shared a comparison view on each venue's proposal. The board discussed both options. Ms. Misale made a motion to have BAYSHORE host Root Beer bash, seconded by Moroney. 4 Votes in agreement. 1 (Ms. Vento) Abstained from voting 2. Members not present to vote.

Adjournment

Motion by Ms. Vento, seconded by Mr. Storey to adjourn the meeting at 3:16 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