

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

April 14, 2022

\*The annual General Meeting is open to all Board of Directors, hotel General Managers, and Glendale-Area Business Association Members.

*Meeting called to order by Mayor Kennedy at 4:19 p.m.*

### **1. Overall History of Welcome to Glendale**

Mayor Kennedy stated in 1985, the City of Glendale wanted to leave Milwaukee's CVB as they felt Milwaukee didn't promote Glendale's hotels well for the generous hotel tax money Milwaukee received. Because of this, the City of Glendale hired a third party: Mueller Communications. Then, after a few years, the city hired Skew Marketing as a consultant. They wanted someone to live in the North Shore and to focus on hotels in Glendale. Then in January 2020, the Glendale-Area Business Association (GABA) launched. GABA was a member driven organization for businesses to network and connect. The official name is Glendale Convention, Visitors, and Business Association, created in 1988. Now, there are two entities: the Convention and Visitors Bureau, dba Welcome to Glendale and the Chamber, dba GABA. When Skew Marketing took over, the city named the Board of Directors, but now Mayor Kennedy wants members of the chamber to pick the Board members. Mayor Kennedy will continue to be part of the Board for one more year, but will not run the meetings after today. Welcome to Glendale receives a portion of hotel tax dollars from the city. GABA receives money from memberships.

### **2. Election of Board Directors**

The Nominating Committee worked to get candidates for the Board of Directors. The Nominating Committee consists of Ms. Moroney, Ms. Vento, and Mayor Kennedy. One member is not able to continue serving. The Nominating Committee reached out to Chris Sherman, owner of Brilliant DPI, and he agreed to be a member of the board. Mayor Kennedy stated the Board of Directors should have at least one representative from Glendale hotels, one from the City of Glendale, and five seats are for member businesses. The Board must also function and run under state statutes. The 2022 Board of Directors are Mayor Bryan Kennedy, Andi Wilbee (Odyssey Group), Brandi Misale (Holiday Inn Milwaukee Riverfront hotel), Chris Sherman (Brilliant DPI), Brenda Vento (BAYSHORE), Donney Moroney (Cardinal Stritch), and Aaron Ross (California Pizza Kitchen).

### **3. Report about Welcome to Glendale and GABA**

Ms. Garrison discussed the difference between Welcome to Glendale (tourism entity) and the Glendale-Area Business Association (chamber). However, they are both part of the Glendale Convention, Visitors, and Business Association Inc.- the legal name of the organization. Ms. Garrison reviewed the expenses and revenues for 2021. She stated CVB and GABA finances

are kept separate, and there is no crossover of finances. Ms. Garrison created a hotel guide that includes pertinent information on each hotel. This will be put on a new website. The current website is having various problems with plugins and focuses more on residential information versus tourist information for visitors. In addition, Ms. Garrison is working to strengthen relationships with the hotel general managers and see what their needs are. Her goal is to have a shuttle system at hotels.

Ms. Garrison stated events that Welcome to Glendale takes part in need to fit the mission of promoting “heads-in-beds” and bringing hotel stays like Bayshore’s Art & Artisan Fair, Sprecherfest, Root Beer Bash, Oktoberfest, and Cigar Fest. These events bring people from all over the state, country, and even world. This year, Welcome to Glendale will be contracted out to help with fundraising for Music in the Glen and Fourth of July.

Ms. Garrison shared the social media growth. Within five months, Welcome to Glendale’s Instagram impressions increased 118% with a total following increase of 44%. Facebook’s engagement is up 99%.

GABA grew by 22 businesses in four months. At the end of 2021, GABA had 63 members; now, there are 85 businesses in the chamber. Ms. Garrison would like to have brand ambassadors at chamber events. Currently GABA offers Morning Mingle, Lunch & Learns, and Network at Nights. Ms. Garrison would like to include an annual “Cheers to New Year’s” event with raffles, white elephant gift exchange etc., maybe have an annual picnic, or even a banquet with membership awards.

#### **4. GABA Name Change**

Ms. Garrison is proposing a name change to the current name- Glendale-Area Business Association. She stated the GABA turns some businesses away as they think they have to be located in Glendale. She also feels using the word chamber would give more credibility. Ms. Garrison would like to also create separate social media pages to differentiate Welcome to Glendale and the chamber. Name choices include North Shore Chamber of Commerce, North Shore Business Association, Visit North Shore, and keeping Glendale-Area Business Association. All these names have already been trademarked with the help of Welcome to Glendale’s attorney. Mayor Kennedy stated there is the Glendale Chamber of Commerce which is run by a private organization. There is no other chamber within the North Shore. After discussion, attendees felt North Shore Chamber of Commerce was the best option.

#### **5. GABA Reminders**

Ms. Garrison shared the upcoming events for chamber members to attend and the sponsorship opportunities available for businesses for summer 2022 including Music in the Glen, Fourth of July, Root Beer Bash, and the City of Glendale Summer Events Guide.

#### **6. Adjournment**

The Annual General Meeting concluded at 5:04 p.m.

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

In person at the Holiday Inn Milwaukee Riverfront Hotel: April 14, 2022

Roll Call

Present: Mayor Bryan Kennedy, Brenda Vento, Brandi Misale, Andi Wilbee,

Absent: Donney Moroney, Aaron Ross

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

*Meeting called to order by Mayor Kennedy at 5:06 p.m.*

**1. Approval of the Nominating Committee**

Motion to approve Ms. Moroney as Chair, and Ms. Vento as Vice President of the Nominating Committee moved by Ms. Misale, seconded by Ms. Wilbee. Motion carries. The new chair will be Ms. Moroney, not the mayor.

**2. Approval of a New Website**

Ms. Garrison requests a new website as the current one requires high maintenance and has too much coding in the backend. The cost to develop a new website would be \$10,000 with a \$2,000 deposit that would include push notifications. Welcome to Glendale won't have to pay \$300 a month. Motion to approve of a new website moved by Mayor Kennedy, seconded by Ms. Wilbee. Motion approved unanimously.

**3. Welcome to Glendale Logo Option**

Ms. Garrison created seven versions for a simpler logo to use for Root Beer Bash marketing. The committee decided on a stackable logo with only "Welcome to Glendale".

**Next Meeting Date**

The next meeting will be held in person at the Visitor Center on Wednesday, July 13<sup>th</sup> at 2:00-3:00 p.m.

*Adjournment*

*Motion by Mayor Kennedy, seconded by Ms. Wilbee to adjourn the meeting at 5:19 p.m. until July 13, 2022 at 2:00 p.m.*

Respectfully submitted,

*Jesse BaDour*

*Deputy Director*

*Welcome to Glendale- Convention, Visitors, and Business Association*