

**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