

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

Zoom Meeting: November 3, 2021

Roll Call

Present: Mayor Bryan Kennedy, Rachel Safstrom, Brenda Vento, Meredith Ketzler, Donney Moroney, Brandi Misale

Absent: Shawn Storey, Aaron Ross, Raymond Dole, Susi Falk,

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

Meeting was called to order by Ms. BaDour at 11:06 a.m.

1. Approval of the May 5, June 9, June 22, and September 29, 2021, Meeting Minutes

Motion by Administrator Safstrom, seconded by Mayor Kennedy to approve the May 5, June 9, June 22, and September 29 Meeting Minutes. Motion approved unanimously.

2. Glendale Hotel Status and Update

City Administrator Safstrom reported Glendale hotel tax dollars are doubled in comparison to 2020 third quarter and were approaching numbers from 2019. Ms. BaDour said the hotel engagement is still a challenge, but it is understandable due to lack of staff. Glendale hotels thrived during September 2021 as the Ryder Cup, Bayshore's Art & Artisan Fair, Summerfest, and Oktoberfest all occurred. Welcome to Glendale did not market Oktoberfest like normal as Glendale hotel prices were more expensive than downtown Milwaukee and Brown Deer.

3. 2022 Welcome to Glendale Budget

Ms. BaDour reviewed the 2022 budget for Welcome to Glendale and the Glendale-Area Business Association (GABA). City Administrator Safstrom anticipates room tax funding to grow for the upcoming year. Motion by City Administrator Safstrom, seconded by Ms. Moroney to approve the 2022 Budget for Welcome to Glendale and GABA. Motion approved unanimously.

4. New Visitor Center and GABA Facility Update

Welcome to Glendale has a new Visitor Center and GABA Chamber Headquarters located at 5464 N. Port Washington Rd. Suite A3. GABA members can rent out the conference room.

5. Summer Events Review

- Music in the Glen
 - i. The 2021 season only consisted of four concerts. There was lower attendance due to COVID. Music in the Glen had their first ever kid's concert. It was extremely popular, and the MITG committee is planning for another kid's concert for the 2022 season. All sponsors were secured. The Daughters of the American Revolution (DAR) came to the Stars and Stripes Salute and handed out pins to Vietnam Veterans.
- Fourth of July Celebration
 - i. There was an estimated attendance of 10,000 people. Covid protocols were taken place including COVID signage and spacing food trucks. The parade start time changed from 10:00 a.m. to 3:00 p.m.
- Root Beer Bash
 - i. WTG estimates 1,000 people came to the event throughout the day. Most attendees stayed only 20-30 minutes due to the weather conditions. WTG had to stop the festival at around 2:30 p.m. as the National Weather Service asked attendees to seek shelter due to inclement weather. Sprecher had created a logo for the Root Beer Capital of the Universe, but it was not announced at the event.
- Oktoberfest
 - i. Marketing for Oktoberfest included the cover of Key Magazine, sending postcards to all seven hotels, and a Facebook boost targeting the Ryder Cup attendees. Hotel guests could get into Oktoberfest for free, using their room key. Alderwoman Tomika tapped the first keg.

6. Fall Art & Artisan Fair Report

Ms. Vento reported 4,500 guests attended the fair. There was live entertainment, food trucks, and 75+ vendors. PR efforts resulted in 2.7 million media impressions and 68,000 organic impressions. The event was marketed on community calendars, social media, and magazines. WTG was on the mail piece that was sent to 60,000 targeted households within a 15-mile radius of BAYSHORE. Ms. Vento needs to know if WTG would like to sponsor the 2020 Art Fairs by the end of the year to get WTG on all promotions by Amdur Productions. Vendors did stay in Glendale hotels

7. State Fair Marketing

Welcome to Glendale worked at the Travel Wisconsin booth at the Wisconsin State Fair to promote Glendale. WTG handed out Visitor Guides, Root Beer Bash postcards, and talked about upcoming events including Oktoberfest and BAYSHORE's Art & Artisan Fair.

8. Social Media Community Standards

Ms. BaDour reviewed Welcome to Glendale's Social Media Community Standards. Ms. Vento suggests having a general statement that states any violation of standards will result in removal of the page. Mayor Kennedy stated the Executive Director can implement rules on social media.

9. 2022 Welcome to Glendale Employee Manual

The employee manual has been written by City Administrator Safstrom and reviewed by WTG employees. Motion by Mayor Kennedy, seconded by City Administrator Safstrom to approve the WTG Employee Manual. Motion approved unanimously.

10. Website/Email Update

Business Marketing Technology (BMT) has fixed Welcome to Glendale's email issues and has updated the website.

11. Direct Marketing Organization State Grant Update

Welcome to Glendale attempted to apply for the Direct Marketing Organization State Grant that would provide financial support for DNC revenue loss. However, on a conference call with all Convention and Visitors Bureaus, the hosts stated the applicant had to be the host city. Glendale did not apply for the grant as the DNC was hosted by Milwaukee.

12. GABA Update

GABA currently has 60 members. GABA is starting a Senior Coalition. Billing for the upcoming year is currently underway. GABA is a member of the US. Chamber of Commerce and will relay information on policies and procedures for businesses. Small Business Season will only be for GABA members. There will be a webpage and email blast that includes all coupons members have for the holiday season.

13. Additional Information

Welcome to Glendale has received 27,000 hits to the website so far this year in comparison to 17,000 in 2020. Glendale was mentioned in a Washington Post and Associated Press article.

14. Update on Executive Director Search

City Administrator Safstrom stated the goal is to have the new Executive Director start on December 6, 2021. Applications have been received. Interviews will take place next week.

15. Next Meeting Date: January 12, 2022 @ 11:00 a.m.

The committee confirmed the next meeting for January 12, 2022, at 11:00 a.m. in person at the new Glendale Visitors Center.

Adjournment

Motion by Administrator Safstrom, seconded by Ms. Vento to adjourn the meeting at 11:41AM until January 12, 2022 at 11:00AM.

Respectfully submitted,

Jesse BaDour

Marketing and Event Coordinator

Welcome to Glendale- Convention, Visitors, and Business Association