

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

July 13, 2022

Roll Call

Present in person: Mayor Bryan Kennedy, Karl Warwick,

Present via Zoom: Chris Sherman, Aaron Ross, Brenda Vento, Donney Moroney

Absent: Andi Wilbee

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

Meeting called to order by Chair Moroney at 2:04 p.m.

1. Approval of April 14, 2022, Meeting Minutes

Motion by Mayor Kennedy, seconded by Mr. Sherman to approve the April 14, 2022, meeting minutes. Motion approved unanimously.

2. Introduction of New Board Members

Karl Warwick is the new City Administrator for the City of Glendale. Chris Sherman is the owner of Brilliant DPI.

3. Financial Updates

Director Garrison reviewed current 2022 expenses and revenues. Quarter 1 Hotel tax revenue is higher than last year's. However, Director Garrison only has numbers on April and May for Quarter 2, but the numbers are looking like they will be higher than in 2021. Welcome to Glendale still has not received a Quarter 1 check from the city. Administrator Warwick will talk with city staff to ensure a check is made out.

4. Update on North Shore Chamber of Commerce

Chamber members voted to change the name of the chamber from the Glendale-Area Business Association to the North Shore Chamber of Commerce at April's general meeting. The name change is helping membership growth. Since the beginning of the year, 38 new businesses have joined. Events are also seeing more attendees. Morning Mingles had an average of 8-10 people, now it's an average of 20-30. However, Network at Nights have seen less attendees. Director Garrison stated maybe the chamber will lower number of night events. The new website will allow individuals to RSVP online.

Mayor Kennedy stated the city will be honoring Alderman Dick Wiese at the Richard E. Maslowski Community Park. It would be beneficial for the chamber to be there.

5. Update on City Events

Director Garrison stated Welcome to Glendale is being contracted out by the city to help find sponsorships, market Fourth of July and Music in the Glen, and create the City of Glendale

Summer Events Guide. Fourth of July raised a total of \$14,500, and Music in the Glen raised \$5,500 in sponsorships. As for the summer booklet in 2021, Welcome to Glendale did not raise enough sponsorships to cover the booklet costs and paid the difference, roughly \$4,000. This year, Director Garrison is working with Brilliant DPI and Money Mailer. Sponsorships were doubled from 2021; however, with inflation and higher costs to produce the booklet, the booklet was not profitable, and Welcome to Glendale will have to pay the remaining cost.

6. Growth of Marketing/Social Media

Welcome to Glendale's Facebook and Instagram pages have seen impressive, increased numbers in followers, reach, visits, etc. Welcome to Glendale now has a Tik Tok account. To separate the tourism entity and chamber organizations, the North Shore Chamber now has its own Facebook, Instagram, Linked-In page.

Welcome to Glendale is getting a new website. It should be launched at the end of July. The goal of the new website is to focus more on tourism, attractions, events, and hotels, and less on residential information. The branding guidelines are still the same. Director Garrison has looked at other CVB websites for inspiration.

On August 10, Welcome to Glendale will be at the Wisconsin State Fair promoting Glendale.

7. Goals and Plans for Future

The goal for Welcome to Glendale is to bring more beer festivals, sport tournaments, and other events to Glendale. Director Garrison would like to bring an event venue to Glendale that is mid-century modern. She is also meeting with the Shorewood BID and Whitefish BID in hopes they will work together with the North Shore Chamber of Commerce.

Director Garrison has been connecting with Visit Milwaukee to establish a relationship and see if they'd be able to promote Glendale hotels. Mayor Kennedy stated the RNC comes in 2024 and having an affiliation with Visit Milwaukee would be great. Director Garrison already has four Glendale hotels considered delegate hotels. However, Motel 6 is not a full-service hotel so it can't be a delegate hotel.

Ms. Vento is seeking a \$10,000 sponsorship for Bayshore's Fall Art Festival. Motion by Mayor Kennedy, seconded by Mr. Sherman to approve Welcome to Glendale to sponsor Bayshore's Fall Art Festival for \$10,000. Motion passed unanimously (Ms. Vento abstained from voting).

8. Update on Root Beer Bash

BAYSHORE and Sprecher Brewing Co. are the presenting sponsors for the event and are helping with the marketing efforts. Culvers is sponsoring the custard for the Root Beer Float giveaway. Feeding America will also be involved with the Bash. For every root beer float, Sprecher will donate 25 cents to Feeding America. Holiday Inn Riverfront will have a shuttle to the event. Root Beer Bash will be located at Bayshore and have an Art & Makers Mart, vendors, food trucks, face painting, henna, and live entertainment. Director Garrison has raised over \$21,250 in sponsorships compared to \$2,050 in 2021. Sprecher placed an ad with the Chicago Parent which lists all Glendale hotels.

Next Meeting Date

The next meeting will be held in person at the Visitor Center on October 12th at 2:00-3:00 p.m. with the option for individuals to join via Zoom.

Adjournment

Motion by Ms. Vento, seconded by Mayor Kennedy to adjourn the meeting at 2:39 p.m. until October 12, 2022, at 2:00 p.m.

Respectfully submitted,

Jesse BaDour

Deputy Director

Welcome to Glendale- Convention, Visitors, and Business Association