

**WELCOME TO GLENDALE'S
CONVENTION, VISITORS, AND BUSINESS ASSOCIATION (CVB)
MARKETING EXECUTIVE BOARD**
October 12, 2022

Roll Call

Present in person: Angela Monfre, City Administrator Karl Warwick,
Present via Zoom: Chair Donney Moroney, Brenda Vento, Chris Sherman, Aaron Ross,
and Andi Wilbee
Staff Present: Becca Garrison, Executive Director, Jesse BaDour, Outreach &
Administrative Coordinator for Welcome to Glendale Convention Visitors, and Business
Association
Absent: Mayor Bryan Kennedy

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

1. Approval of July 13, 2022, Meeting Minutes

Hearing no objection, Chair Moroney postponed the adoption of the July 13, 2022, minutes until the next meeting.

2. Introduction of New Board Members

Angela Monfre will be replacing Brandi Misale as the Holiday Inn Milwaukee Riverfront board representative.

3. Financial Updates

Director Garrison shared a financial update on both tourism and chamber dollars. Quarter 1 hotel tax dollars are almost at pre-Covid numbers, while Quarter 2 has surpassed them. Although Quarter 3 numbers have not been finalized, they are projected to also surpass pre-pandemic tax dollars. Director Garrison wants to look back on the year and see which months need additional marketing efforts like staycations or bringing other events to Glendale.

The North Shore Chamber of Commerce (NSCOC) has doubled their revenue from 2021. Executive Garrison is working with Whitefish Bay and Shorewood BID Directors. They are going to join NSCOC and inform their businesses about the-chamber. Chamber income is not at a level to pay for staff salaries nor building expenses; tourism dollars are paying for them.

4. Deciding on what to do with GCC

Since the Glendale-Area Business Association members voted on changing the name to operate as the North Shore Chamber of Commerce (NSCOC), the Glendale Chamber of Commerce (GCC) has now been using the name North Shore Chamber. The Glendale Convention, Visitors, and Business Association's (GCVBA) lawyer has sent a cease and desist to the GCC. The North Shore Chamber of Commerce is trademarked by GCVBA dba Welcome to Glendale.

The GCC is falsely advertising their membership list. Both the Whitefish BID, and Shorewood BID have seen that their villages are on the GCC website and are not members of the GCC_and have told their village managers.

Recently, there have been billing issues with businesses who are members of both organizations. There is also confusion as to what the difference is and who does what. Motion by Ms. Vento, seconded by Mr. Sherman, to send out a notice to current NSCOC members, after legal review, that the NSCOC is not affiliated with the GCC. Motion passed unanimously. In case this matter is taken to court, Chair Moroney requested that the GCVBA document all emails and verbal conversations for evidence.

The North Shore Chamber of Commerce has reported the GCC as fraudulent. The Metro-Milwaukee Area Chamber (MMAC) and the US Chamber of Commerce may be able to help offset the cost of attorney fees.

5. Update on City Events

Director Garrison is working with Administrator Warwick to create a contract for Welcome to Glendale to assist with marketing and event sponsorships for the City of Glendale. Administrator Warwick said it's imperative for the city to work with WTG as they have many connections. Previously, Welcome to Glendale was not being paid. Ann Deuser was contracted out through Skew Marketing, but once she was hired as Executive Director for Welcome to Glendale no payment was ever received. Once the contract is finalized, the board will review and approve.

6. Growth of Marketing / Social Media

Welcome to Glendale has launched a new website focusing on tourism. The North Shore Chamber is featured, but on a separate page. The programming of the new website is up-to-date and will be easy to make corrections by the Welcome to Glendale staff. Social media continues to grow.

7. Goals and Plans for Future

For 2022, Director Garrison wanted to "Figure it Out", reviewing and reworking the bylaws, board of directors, updating and fixing the website, and creating relationships with the surrounding BIDS. Next year, she would like to work better with the seven hotels and get more details from them. She'd like to track the occupancy rates and how many rooms are not available due to damage, renovation, or individuals staying permanently. All this information is valuable to know; it will affect hotel tax dollars. In addition, Director Garrison would like to join Destination Wisconsin and Visit Milwaukee next year, but they are requesting occupancy rates that she does not have the numbers for. Glendale Hotels would like to be added to the Visit Milwaukee website which will help for the RNC and gain more exposure for Glendale. Glendale already has RNC delegate hotels. Other plans include an annual Chamber expo, bringing more events to Glendale, working with other North Shore venues to be the exclusive hotel provider, and looking into the possibility of adding another staff member for the summer.

Ms. Wilbee suggested having the hotel front staff workers take a bus and experience Glendale so they can share information to visitors.

8. Rent/Building

Director Garrison informed the board about the Visitor Center and the financial burden it puts on the organization. Prior to Ms. Garrison becoming Executive Director, Welcome to Glendale was requested to find a space and leave city hall. They are currently in a three-year lease that ends in 2024 and are spending over \$30,000 for rent, cam fees, and gas/electric. There are hardly any visitors, less than five guests per week. Director Garrison would rather spend the money on general marketing versus a large building that is not utilized and visible. The board wants to explore ways for Welcome to Glendale to get out of the lease. The board would like to see if it's

possible for Welcome to Glendale to return to city hall now that there is a new City Administrator. If it is possible, the board asked Director Garrison to write a letter, with attorney guidance, to the landlord expressing that Welcome to Glendale will not be able to sustain the rental property fees.

8. Update on Root Beer Bash

Both presenting sponsors (Sprecher and BAYSHORE) were extremely happy with the event. It was the most attended event at BAYSHORE in years, with over 7,000-8,000 guests throughout the day. Tour buses came from Kentucky and Indiana and used our hotels to stay overnight. Sprecher handed out 5,500 root beer floats and donated to Feeding America. Ms. Vento said this event was a success for the community and building relationships. Ms. Vento also mentioned that she has a date saved for Root Beer Bash at BAYSHORE for 2023, and would love to see the event return.

9. Budget Approval

Ms. Garrison reviewed the proposed 2023 budget. She would like to raise the general marketing budget and the salaries budget to have an intern for the summer. As summers are the busiest season, having a third person will be beneficial for both tourism and chamber efforts. Director Garrison wants to lower sponsorships for city events and put those funds towards Cigar Fest, Wisconsin Beer Lovers Fest, and surrounding events. She also plans to lower the Oktoberfest budget as Welcome to Glendale has paid for photos and a video to market the event for 2023. Currently, Director Garrison is working with BID directors to potentially have combined events. Motion by Ms. Vento, seconded by Mr. Sherman, to approve the proposed 2023 budget as presented with a review of any modifications at the January board meeting. Motion carried unanimously.

Next Meeting Date

The next meeting will be held in person at the Visitor Center on January 11th at 2:00-3:00 p.m. with the option for individuals to join via Zoom.

The 2023 board meetings will take place January 11, April 12 (the General Meeting for all chamber members too), July 12, and October 11. Mr. Ross will not be available on April 12. Ms. BaDour will send out calendar invites.

Adjournment

As there was no further business coming before the board nor any objections, Chair Moroney adjourned the meeting at 2:55 p.m.

Respectfully submitted,

Jesse BaDour

Deputy Director

Welcome to Glendale- Convention, Visitors, and Business Association