

AGENDA

**GLENDALE CONVENTION VISITORS, and BUSINESS ASSOCIATION INC.
(Welcome to Glendale & The North Shore Chamber of Commerce)**

BOARD MEETING

Wednesday, January 11th, 2023 at 2:00-3:00 p.m. (IN PERSON OR VIA ZOOM)

**5464 N. Port Washington Rd, Suite A3
Glendale, WI 53217**

Join Zoom Meeting by clicking on link:

<https://us02web.zoom.us/j/8493011874>

Meeting ID: 849 301 1874

One tap mobile: +1 312 626 6799 (Chicago)

1. Call to Order / Roll Call - Board Chair
2. Approval of October 12th, 2022, Meeting Minutes - Board Chair
3. Financial Update (YTD)
 - a. Welcome to Glendale (Hotels & Tourism)
 - b. North Shore Chamber (Business Association)
4. Update on GCC (Notice to our members)
 - a. Tentative plan for mailing out to businesses
5. Update on City Events - Our Role (Contracted out)
6. Update on Rent/Building (Lease)
7. 2022 Insights & Analytics
 - a. North Shore Chamber
 - b. Welcome to Glendale
8. Chamber Expo. (Tentative Information)
9. Budget 2023 re-visit
10. Yearly Survey of GCVBA Staff
11. Next Meetings & Future Events
12. Adjournment

**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

**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, and 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