

**TOURISM COMMISSION MEETING**  
**Monday, July 18, 2022**  
**Village Hall, Earl McGovern Room, 5:30 P.M.**



**PLEASE TAKE NOTICE** that a meeting of the Tourism Commission will be held at the Village Hall, 4800 West Green Brook Road, Brown Deer, Wisconsin at the above noted time and date, at which the following items of business will be discussed and possibly acted upon:

- I. Roll Call
- II. Consideration of Minutes: March 4, 2019
- III. Persons Desiring to be Heard
- IV. Report of Staff/Committee Members
- V. New Business
  - A. Tourism Commission Contribution to Fourth of July Celebration & Fireworks
  - B. Recruitment of Marketing & Communications Coordinator
  - C. Utilization of Funds for Marketing & Communication Efforts
- VI. Scheduling Next Meeting Date/s
- VII. Adjournment

A handwritten signature in black ink that reads "Tyler Burkart". The signature is fluid and cursive, with a long horizontal stroke at the end.

---

Tyler Burkart, Village Manager  
July 14, 2022

**PERSONS REQUIRING SPECIAL ACCOMMODATIONS FOR ATTENDANCE AT THE MEETING  
SHOULD CONTACT THE VILLAGE CLERK AT LEAST ONE BUSINESS DAY PRIOR TO THE  
MEETING.**

**Brown Deer Tourism Commission  
Meeting Minutes  
March 4, 2019**

The meeting was called to order by Mr. Johnson at 5:30 P.M.

I. Roll Call

Present: Michael Hall, Village Manager; Erin Hirn, Assistant Village Manager/Deputy Clerk; Susan Hudson, Village Treasurer; Courtney Wedward, Village Trustee, Wanda Montgomery, Village Trustee; Daryl Johnson, Resident; Angela Walters, Resident; Chad Hoier, Park & Recreation Department Director

II. Consideration of Minutes: March 5, 2018

*It was moved by Mr. Hall and seconded by Ms. Hudson to approve the minutes from March 5, 2018 with one correction. The motion carried unanimously.*

III. Persons Desiring to be Heard

None.

IV. Report of Staff/Committee Members

Mr. Hall reminded everyone about the goals/role of the Tourism Commission in accordance to state regulations.

V. New Business

A) Financial Report Update

Ms. Hudson went over the 2018 room tax amount of \$30,172 that will be going into the Tourism Fund. This is a decrease from last year.

B) Branding / Advertising Efforts Update

Mrs. Hirn reviewed the two groups who sent proposals to the village regarding rebranding and community advertising. The Tourism Commission decided that it is an important item; however, with this year's limited funding we should wait.

Trustee Montgomery suggested further communication with the Y regarding events. Mrs. Walters suggested the school hosting more sports tournaments. Mr. Hoier mentioned the two significant events in 2020, the Ryder Cup and the Democratic National Convention. Trustee Wedward suggested working with Concordia University during move in day for students and also with Mequon for their events. Mrs. Walters suggested asking the hotels to be in the magazine. Mr. Johnson mentioned the Cedarburg festivals and the possible need for hotels. Trustee Montgomery also suggesting talking to hotels about giving perks for overnight stays due to a local event. The Tourism Commission decided to discuss Commissioner assignments at the next meeting.

Further discussion ensued.

Mrs. Hirn posed the question of how much we should ask for space rentals on our bus shelter posters. Researching other transit shelters it was noted that they charge \$175 per month. It was decided by the group that charging \$100 per month with money, other than that spent on creating the poster, would go to events.

C) Future Projects

Mr. Hall proposed the following allocation of tourism funds: \$3,000 for the music in the park events, \$10,000 4<sup>th</sup> of July, and \$8,000 Eat & Greet event.

*It was moved by Trustee Wedward and seconded by Mr. Hall to recommend the listed expenses. The motion carried 5-1 with Ms. Hudson opposing.*

Mrs. Hirn went over the report of funds from last year and where they had been spent.

**VI. Schedule Next Meeting Date/s**

The next meeting is scheduled for April 15<sup>th</sup> at 5:30 p.m.

**VI. Adjournment**

*It was moved by Trustee Wedward and seconded by Mrs. Walters to adjourn at 6:29 p.m. The motion carried unanimously.*

*Erin M. Hirn*

---

Erin M. Hirn, Assistant Village Manager



# REQUEST FOR CONSIDERATION

<b>COMMITTEE CONSIDERATION:</b> Village Board
<b>ITEM DESCRIPTION:</b> Consider Communications and Marketing Coordinator Position
<b>PREPARED BY:</b> Tyler Burkart, Village Manager
<b>REPORT DATE:</b> May 2, 2022
<b>RECOMMENDED MOTION:</b> "I move to authorize staff to hire for the Communications and Marketing Coordinator position."
<b>SUMMARY</b> <p>The largest theme that's come to fruition during my first two months with the Village is the need for additional resources to improve our communication and marketing efforts. After taking some time to work with staff and look through the 2022 budget, I believe there is a way the Village can create a Communications and Marketing Coordinator without requiring an increase to future tax levies to pay for the position.</p> <p>The Village currently has a vacant position yet to be filled at Village Hall. It is the second person who typically would serve the front counter. The position for the 2022 budget was classified as a Deputy Clerk / Administrative Assistant as a 0.75 FTE (30 hours per week). Family insurance coverage was also included in the 2022 budget for this currently vacant position.</p> <p>I would propose amending this FTE to become a Communications and Marketing Coordinator. We could use the salary allocation for the 0.75 FTE Deputy Clerk / Administrative Assistant as well as the \$20,000 earmarked for employee performance pay to cover the position's salary. As manager, I still have the ability to award employee performance through wage cost savings through employee turnover. However, these will have to be unique circumstances that would merit a one-time bonus to be awarded to an employee(s). I would also redirect funds from the Farmers Market Fund that are currently reimbursing for our Librarian's time to coordinate the Farmers Market to pay for part of this position's salary since the Village will be having this position coordinate the market starting in 2023.</p> <p>Once the Tourism Commission is fully appointed, I will be scheduling a meeting with them to ask for us to begin using the Tourism Fund Balance to pay for materials and advertising costs that this position will need to help promote and market Brown Deer. The Village currently has approximately a \$115,000 fund balance in the Tourism Fund that we can begin utilizing for Brown Deer marketing efforts. I anticipate after 3 years initiating this position and program, we can evaluate the status of the Tourism Fund Balance to see if this method is sustainable (hopefully as we are receiving additional hotel tax revenue for the Tourism Fund) or if we need a different funding source. These funds could also help pay for a communications and marketing implementation plan to be executed by a private marketing firm in 2023 so this position along with the organization has a roadmap to take our communication and marketing efforts to the next level.</p> <p>Please review the attached job description for details related to the Communications and Marketing Coordinator position. It is important to note that the Village will still be able to utilize this FTE for backup coverage at the front counter while tapping into this position's expertise</p>

and education to complete several new communication and marketing activities. The salary determined for this position is based on market research of other entry-to-mid-level marketing positions currently on job boards for organizations in Wisconsin. My initial thought is to have the Community Development Director supervise this position since the Village will hope to utilize this position for several economic development efforts. During year one of this position, I plan to be hands-on to help this position setup several of the programs and activities listed in the job description.

The Personnel Committee did review this plan and position at its April 2022 meeting and recommended for the position to proceed for Village Board consideration by a 3-0 vote.

# Job Description

<b>Human Resource Use Only</b>
--------------------------------

<b>Position Number:</b>
<b>Contract Step/Grade:</b>
<b>Effective Date:</b>

## POSITION IDENTIFICATION

---

**Position Title:** Communications & Marketing Coordinator  
**Division:** Manager's Office  
**Status:** Exempt  
**Salary range:** \$50,000 - \$73,000  
**Benefits:** According with the Non-Rep provisions of the Employee Handbook  
**FTE:** 100% (70% essential responsibilities / 30% other responsibilities)

## SUPERVISORY RELATIONSHIPS

---

**Reports to:** Community Development Director  
**Directly Supervises:** None

## POSITION PURPOSE

---

This position is responsible for overseeing majority of communication and marketing activities to advance the Village's vision and mission throughout the Milwaukee Metropolitan Area. The individual in this position will be responsible for executing visibility and transparency related to Brown Deer for the community, creating a positive image of Brown Deer through visible presence in community sponsored activities, as well as publishing articles through press releases and social media presence. This position requires independent skills, creativity and ability to network across communities. Critical thinking skills and project management skills are required to successfully create and maintain a communication marketing plan for the Village. The individual should be an excellent writer and have experience in social media (graphic design preferred).

## DIVERSITY & INCLUSION STATEMENT

Our village is committed to providing the right conditions for each person to achieve his or her full potentials regardless of race, gender, age, sexual orientation or religion. We believe diversity and inclusion is key to creating a welcome environment for the village's residents and employees.

We are committed to increasing diversity in our workplace. We believe that a positive (can do) attitude and aptitude are an important part when looking for a perfect candidate. **The village will consider a combination of candidate's positive attitude, skills, education and experience that can highlight the applicant's ability to perform the essential functions of the position.**

## ESSENTIAL DUTIES (70 % FTE)

---

1. Build and maintain a positive public image for the Village of Brown Deer
  - Review the brand / image of the village according to the Village Board's vision
  - Maintain a positive image of the village through posting engaging and positive stories through various news outlets and community partners.
2. Communication, marketing and community development
  - Create and execute a communication and marketing plan for the Village
  - Work with department heads, committees, and Village Board on execution and prioritization of the plan
  - Work with the Community Development Director to update the economic development related materials to publish and provide to developers, prospective business owners, and the community
  - Host annual realtors and developers forum

- Attend and present at Tourism Commission meetings
- 3. Website administration for the village
  - Assisting departments in updating the website
  - Updating main general pages on daily basis
  - Improving and maintaining the aesthetics of the website and content
- 4. Write creative content to support communication and marketing efforts:
  - Create press releases to submit to local and regional media outlets promoting Brown Deer news and community
  - Complete the weekly Brown Deer Tracker/ liaison between departments for Brown Deer Tracker content
  - Manage contract with Brown Deer magazine
  - Create and write content for Brown Deer magazine with assistance from departments
  - Create general community content with support from community partners (i.e., school district)
- 5. Social Media administration for the village:
  - Assist other departments with social media pages
  - Update and maintain social media policies for the Village
  - Monitor the village's social media presence and report on social media outreach
  - Coordinate and execute social media campaigns and ensure alignment with overall marketing campaign and village's mission
- 6. Farmer's Market marketing and outreach:
  - Coordinate the Farmer's Market with the help from the Farmer's Market Committee
  - Manage the Farmer's Market fund with the assistance of the Treasurer / Comptroller
  - Find creative ways to promote Farmer's Market across the metropolitan area and to improve the attendance and participation of the vendors
- 7. Work with departments to design and mail postcards, flyers, or other publications
- 8. Secondary support to the customer service desk at Village Hall during staffing shortage periods or during critical times of the year with increased volume of customers

#### **OTHER DUTIES (30% FTE)**

---

1. Create quarterly community forums to engage with residents, officials, and select staff
2. Conduct community surveys that gauge community perspectives on services and potential future initiatives. Present the results of the survey to Village staff, officials, and the public.
3. Create a Welcome to Brown Deer program
  - Create welcome packets for new community members
  - Plan events throughout the year
  - Create a program to incorporate equity and inclusion aspects for Brown Deer
4. Recruit communication captains throughout the Village to help promote Brown Deer and distribute important news related to the community
5. Collaborate with the school district on unified messages, programs and marketing initiatives
6. Produce and publish advertisements and short videos online promoting Brown Deer
7. Coordinate an annual report that highlights services and activities performed by the Village
8. Create a quarterly staff newsletter to distribute to all employees
9. Manage IT contract and assist departments with IT requests and capital-related projects
10. Perform other duties as assigned

#### **MINIMUM POSITION QUALIFICATIONS**

---

**Education:** Bachelor's Degree in communications, marketing, public relations, journalism, or a related field

**Preferred Education:** Master's Degree in marketing, journalism, public relations, or a related field

**Experience:** Minimum 2 years' experience in marketing, communications, or journalism

**Preferred Experience:** 3 + years of communications and marketing experience with emphasis in communications, journalism, and public relations

**Skills:** Excellent writing and communication skills; ability to work independently, critical thinking skills

**The village will consider a combination of candidate's positive attitude, skills, education and experience that can highlight the applicant's ability to perform the essential functions of the position.**

**Other requirements:** Valid driver's license

### **KNOWLEDGE, SKILLS, & ABILITIES**

---

1. Excellent writing and communications skills with the emphasis on writing for the web, social media, and media outlets.
2. Highly driven and result-oriented individual
3. Critical thinking and analytical skills
4. Strong interpersonal skills and excellent customer service required
5. Ability to create and maintain a positive community outreach
6. Computer design skills
7. Website design skills

### **PRE-EMPLOYMENT SCREENING:** Condition of Employment

- Background check
- Drug test

### **PHYSICAL DEMANDS**

---

**Manual Dexterity:** Typing on keyboard; attention to fine detail  
**Physical Effort:** Lifting, pushing and pulling (up to 40 pounds)  
**Working Conditions:** Extended hours in front of the computer screen, some standing, some travel, some work in the outdoor environment, some work offsite

---