



Tourism Commission MEETING AGENDA

February 1, 2023 - 3:00 PM
Council Chambers
3805 S. Casper Drive

Published: 01/27/2023

AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE**
3. **APPROVAL OF MINUTES**
 - A. September 7, 2022 Tourism Commission Meeting Minutes
 - B. October 12, 2022 Tourism Commission Meeting Minutes
 - C. December 7, 2022 Tourism Commission Meeting
4. **NEW BUSINESS**
 - A. Update by Finance Director, Ralph Chipman
 - B. Update by DCD Staff
 - i. Social Media Insights
 - ii. Outreach Efforts
 - iii. Ad Placement in Travel Wisconsin Guide
 - iv. 2023 Master Planning
 - v. ARPA Destination Marketing Organization Grant - Final Report Update
 - vi. 2023 WIGCOT Event
 - C. Review and approve expenditures
 - D. Hotel Update
 - E. Next Meeting Date
5. **ADJOURN**

Supplemental Information:

- The meeting agenda and agenda packet are available online at www.NewBerlin.org. The minutes are published online and are approved at the next regularly scheduled meeting.
- It is possible that action will be taken on any of the items on the agenda and that the agenda may be discussed in any order.
- You may provide comments to the City Clerk via email at CitizenComments@NewBerlin.org. Comments will be forwarded to the Mayor and members of the governing body. Emailed comments are not read during the meeting.
- The City of New Berlin strives to host inclusive, accessible meetings that enable all individuals to engage and participate fully. Any person who has a qualifying disability under the Americans with

Disabilities Act that requires that the meeting be accessible, please contact City Clerk Rubina R. Medina at (262) 786-8610 or via email at CityClerk@NewBerlinWI.gov at least 48 hours before the scheduled meeting time. Efforts will be made to accommodate the needs of disabled individuals through appropriate aids and/or services.

- *It is also possible that members of and possibly a quorum of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to in the above notice.*