



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.*



**CITY OF NEW BERLIN
TOURISM COMMISSION - MINUTES
Wednesday, July 6, 2022
(Zoom Meeting)**

Regular Meeting	Zoom Meeting	3:00 PM
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Please note: Minutes are unofficial until approved by the Tourism Commission at the next regularly scheduled meeting.

The Tourism Commission has satisfied the requirements as directed by the Common Council on June 22, 2021 and Ordinance No. 2651 to hold this meeting via electronic means. The full text of this ordinance and the minutes from the above mentioned meeting can be viewed at www.newberlin.org

To participate in the meeting, view the meeting, and/or ask questions, the public was able to do so by downloading the ZOOM app located at <https://zoom.us/> and utilize Meeting ID # 85469686519: to join.

All votes were taken via a voice roll call vote.

CALL TO ORDER

Alderman Horbinski called the Tourism Commission meeting to order at 3:02pm

Megan Roche read the rules to the meeting as this meeting was held via zoom.
Megan also stated that no comments were received via the citizen comments email address.

ROLL CALL; DECLARATION OF QUORUM

Present: Alderman Horbinski, Commissioners O'Loughlin, Anderson, and Rocco.

Excused: Commissioner McGrath

Staff Present: Destination Marketing Specialist Kailey Eggie, City Clerk Administrative Specialist Megan Roche, Deputy Director of Community Development Nikki Jones.

APPROVAL OF MINUTES

ITEM: No Action Taken

NEW BUSINESS

ITEM: Update by Destination Marketing Specialist

- July / August Goals
- Season Guides
- Campaigns
- Social Media Insights
- Community Research / Involvement
- Summary of Meeting Food Truck Representative
- Discuss Possible Dates for Food Truck Night at City Center 685/2022

The Destination Marketing Specialist, Kailey Eggie, presented a PowerPoint

presentation that she prepared for the commissioners that provided updates on the above bullet points.

Discussion was had, no action taken.

ITEM: ARPA Destination marketing Organization Grand Agreement

-Review and Approve Expenditures

Discussion was had about the grant agreement, further discussion to be had at next meeting.

No action taken.

ITEM: Hotel Update:

Discussion was had, no action taken.

ADJOURN

ITEM: Motion to Adjourn the Tourism Commission meeting at 3:34 pm

Motion by: Commissioner O'Loughlin

Seconded by: Commissioner Rocco

Motion Passed 4-0

*Respectfully Submitted,
Megan Roche, City Clerk Administrative Specialist*



**CITY OF NEW BERLIN
TOURISM COMMISSION - MINUTES
Wednesday, October 12, 2022**

Regular Meeting

Zoom Meeting

3:00 PM

Please note: Minutes are unofficial until approved by the Tourism Commission at the next regularly scheduled meeting.

The Tourism Commission has satisfied the requirements as directed by the Common Council on June 22, 2021 and Ordinance No. 2651 to hold this meeting via electronic means. The full text of this ordinance and the minutes from the above mentioned meeting can be viewed at www.newberlin.org

To participate in the meeting, view the meeting, and/or ask questions, the public was able to do so by downloading the ZOOM app located at <https://zoom.us/> and utilize Meeting ID # 892 9179 1292: to join.

All votes were taken via a voice roll call vote.

CALL TO ORDER

Ald. Horbinski called the Tourism Commission meeting to order at 3:04 PM.

ROLL CALL; DECLARATION OF QUORUM

Present: Ald. Horbinski, Commissioner O'Loughlin, Commissioner Rocco

Excused: Commissioner McGrath, Commissioner Anderson

APPROVAL OF MINUTES

ITEM: September 7, 2022 Tourism Commission Meeting Minutes

No Motion.

NEW BUSINESS

ITEM: Update by Finance Director Ralph Chipman

No Update.

ITEM: Review and Approve Tourism Budget for 2023

MOTION: To approve the 2023 Tourism Budget as presented

VOTE: Motion by: Ald. Horbinski
Second by: Commissioner Rocco
Motion Passed: 3-0

ITEM: Update by Destination Marketing Specialist
-Social Media Insights
-Ad Placement in Travel Wisconsin Guide
-Recap of Oktoberfest (City of New Berlin Public Library Event) - Saturday, October 1, 2022
-Camera Purchase

No motion.

ITEM: ARPA Destination Marketing Organization Grant Agreement - Review and approve expenditures

MOTION: Motion to approve

VOTE: Motion by: Commissioner O'Loughlin
Second by: Commissioner Rocco
Motion Passed: 3-0

ITEM: Hotel Update

No Motion.

ITEM: Next Meeting Date

Next meeting will not be needed in December.

ADJOURN

Motion by O'Loughlin to adjourn the Tourism Commission meeting at 3:28 PM.
Motion seconded by Rocco and the motion passed 3-0.

*Respectfully Submitted,
Rubina R. Medina, City Clerk*



**CITY OF NEW BERLIN
TOURISM COMMISSION - MINUTES
Wednesday, December 7, 2022**

Regular Meeting

Council Chambers

3:00 PM

Please note: Minutes are unofficial until approved by the Tourism Commission at the next regularly scheduled meeting.

All votes were taken via a voice roll call vote.

CALL TO ORDER

Alderman Horbinski called the Tourism Commission meeting to order at 3:03 pm

ROLL CALL; DECLARATION OF QUORUM

Present: Alderman Horbinski, Commissioners Szpara, O'Loughlin and Anderson.

Excused: Commission Rocco

Staff Present: Deputy Director of Community Development Nikki Jones, Principal Planner Kelly Wall, City Attorney Mark Blum, Deputy City Clerk Sherri Hanson, Director of Community Development Greg Kessler, City Clerk Administrative Specialist Joelle Erickson

NEW BUSINESS

ITEM: Update by Finance Director, Ralph Chipman

No update.

ITEM: Updates by Destination Marketing Specialist
-Last 3 month statistics for Social Media
-Small Business Saturday Recap
-1/2 page insert in Travel Wisconsin guide
-Recap of 2022 Wisconsin Fall Conference on Tourism
-Grant Application Use Breakdown
-Grant Use Proposals
-Future Goals/Campaigns

Kelly Wall shared a PowerPoint presentation that she prepared for the commissioners that provided updates on the above bullet points. She stated that the City of New Berlin seems to engage with information regarding the future of New Berlin, and how the city is focusing on the community aspect of being a New Berlin resident. Kelly shared that social media is a free and popular way to keep residents up-to-date on current and upcoming events.

MOTION: No Motion

ITEM: ARPA Destination Marketing Organization Grant Agreement - Review and approve expenditures

MOTION: Motion to approve the ARPA Destination Marketing Organization Grant Agreement expenditures.

VOTE: Motion by: Commissioner Szpara
Second by: Commissioner O'Loughlin
PASSED 4-0

ITEM: Hotel Update

Commissioner O'Loughlin provided a brief update of the hotel industry in New Berlin. Business is coming back and revenue is starting to pick-up.

MOTION: No Motion

ITEM: Set Next Meeting Date

Ald. Horbinski stated that he would like to meet the first Wednesday of the month. The next meeting date would be January 4th, 2023.

ADJOURN

MOTION: Motion to adjourn the Tourism Commission meeting at 3:46 pm.

VOTE: Motion by: Commissioner Anderson
Second by: Commissioner O'Loughlin
PASSED 4-0

Respectfully submitted,
Joelle Erickson City Clerk Administrative Specialist