



Tourism Commission MEETING MINUTES

April 5, 2023 - 3:00 PM
Council Chambers
3805 S. Casper Drive

Please note: Minutes are unofficial until approved at the next regular scheduled meeting.

MINUTES

1. CALL TO ORDER

Alderman Horbinski called the meeting to order at 3:05 PM

2. ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE

Joelle Erickson took the roll call as follows:

Present: Alderperson Horbinski, Commissioner Szpara, Commissioner Rocco,
Commissioner O'Loughlin (Arrived at 3:12PM)

Absent: Commissioner Anderson

Staff Present: DCD Director Greg Kessler, Principal Planner Kelly Wall, Finance Director Ralph Chipman, City Attorney Mark Blum, City Clerk Rubina Media, and City Clerk Administrative Specialist Joelle Erickson

3. APPROVAL OF MINUTES

A. February 1, 2023 Meeting Minutes

MOTION: Motion to Approve Minutes from Tourism Meeting on 2/1/2023

VOTE: Motion by: Commissioner Rocco
Second by: Commissioner Szpara
Motion 3-0

4. NEW BUSINESS

A. Election of Officers

MOTION: Motion to elect Dennis Horbinski as Chairperson

VOTE: Motion by: Commissioner Szpara
Second by: Commissioner Rocco
Motion 3-0

MOTION: Motion to elect Gary Szpara as Vice President Chairperson

VOTE: Motion by: Alderman Horbinski

Second by: Commissioner Rocco
Motion 3-0

MOTION: Motion to elect John Rocco as Treasurer

VOTE: Motion by: Alderman Horbinski
Second by: Commission Szpara
Motion 3-0

- B.** Update by Finance Director, Ralph Chipman
Finance Director, Ralph Chipman, provided an update of the Room Tax Collections for 2022.

Commissioner O'Loughlin arrived at 3:12PM.

- C.** Update by DCD Staff

- Social Media Insights
- 2023 WIGCOT Event
- Outreach Efforts
- Travel Wisconsin Ad
- Recreation Guide Ad
- ARPA Destination Marketing Organization Grant – Final Report Update

Principal Planner, Kelly Wall, provided an update pertaining to social media and how the City of New Berlin is trending. Kelly presented a Power Point presentation, which was attached to the agenda.

- D.** Hotel Update

Commissioner O'Loughlin provided an update on the status of the hotel industry. He also discussed hotel trends for 2023 compared to previous years.

- E.** Next Meeting Date

The next meeting date will be May 3, 2023.

5. ADJOURN

MOTION: Motion to Adjourn

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

Respectfully Submitted,
Joelle Erickson, City Clerk Administrative Specialist