



**CITY OF NEW BERLIN
TOURISM COMMISSION MEETING
Wednesday, February 2, 2022**

3:00 PM

Zoom Meeting

<https://us02web.zoom.us/j/86506410209>

This 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

Any comments that the public wishes to make may be communicated to the city via email at citizencomments@newberlin.org and will be forwarded to the Mayor and Tourism Commissioners. Interested parties may also participate by:

- Downloading the ZOOM app located at <https://zoom.us/> and utilize this unique ID to join: 865 0641 0209
- Following this direct link to the meeting: <https://us02web.zoom.us/j/86506410209>
- Dial by phone: (312) 626-6799 and use Meeting ID: 865 0641 0209

AGENDA

CALL TO ORDER

ROLL CALL; DECLARATION OF QUORUM

APPROVAL OF MINUTES

10/6/2021 Meeting Minutes

NEW BUSINESS

Update by Finance Director, Ralph Chipman

Updates by Destination Marketing Specialist

-January Goals

-Campaigns

-Insights

-Community Research / Involvement

-Grant Application Use Breakdown

-Grant Use Proposals

-Future Goals/Campaigns

ARPA Destination Marketing Organization Grant Agreement - Review and approve expenditures

Hotel Update

Set Next Meeting Date

ADJOURN

PLEASE NOTE:

- ✓ 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. It is also possible that members of and possible 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 above in this notice.
- ✓ Also, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact City Clerk Georgia Stanford (262) 786-8610.

CITY OF NEW BERLIN
PROCEEDINGS OF THE TOURISM COMMISSION
Wednesday, October 6, 2021

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

This Commission 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 # 838 7499 1816 to join.

All votes were taken via a voice roll call vote.

CALL TO ORDER

The Tourism Commission meeting was called to order by Alderman Horbinski at 3:05 PM Community Relations Specialist Kiran Balan read the Zoom Statement as this meeting was held via Zoom.

ROLL CALL; DECLARATION OF QUORUM

Commissioners Present: Alderman Horbinski, Commissioners McGrath, O'Loughlin

Absent: Commissioners Anderson, Rocco

City Staff Present: Finance Director Ralph Chipman, Destination Marketing Specialist Bryn Johnson, Principal Planner Kelly Wall, Deputy Director of Community Development Nikki Jones, Licensing Specialist/Deputy Clerk Rubina Medina, City Attorney Mark Blum, Elections Specialist/Deputy Clerk Sherri Hanson, Clerical Associate Megan Roche, Community Relations Specialist Kiran Balan.

APPROVAL OF MINUTES

- September 8, 2021 Meeting Minutes

Motion by Commissioner McGrath to approve the Tourism Commission minutes from May 19, 2021. Seconded by Commissioner O'Loughlin.

Motion Passed 3-0

NEW BUSINESS

- Recommend to the Common Council the approval of the Agreement for Providing of Tourism Service for the City and the Tourism Commission. See attached Agreement and Exhibits.

Deputy Director of Community Development Nikki Jones and Destination Marketing Specialist Bryn Johnson presented the changes to the Agreement for Providing of Tourism Service for the City and the Tourism Commission.

Motion by Commissioner McGrath to approve the changes to the Tourism Agreement. Seconded by Commissioner O'Loughlin.

Motion Passed 3-0.

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- Update by Destination Marketing Specialist, Bryn Johnson

Destination Marketing Specialist Bryn Johnson provided an update on the Enjoy New Berlin website and social media metrics for Enjoy New Berlin since the last Tourism Commission meeting and continuing to be a bigger online presence. She also discussed the Destination Marketing Grant provided by the State of Wisconsin. The amount requested for that grant was \$24,000.

- Hotel Update

Commissioner O'Loughlin provided a monthly update of the hotel industry in New Berlin. He mentioned that September had the highest monthly revenue for the year so far. He discussed different events that could help boost revenue for October, and said that the 4th quarter of the year will be stronger than last year.

- Social Media Marketing Update & Discussion

Deputy Director of Community Development Nikki Jones shared an email from Commissioner Anderson on how to grow the Enjoy New Berlin page. The goal is to grow numbers through a grass roots approach. City Attorney Mark Blum said that legally they can move forth with this strategy.

- Next Meeting Date

The next Tourism Commission meeting is scheduled for November 10th at 3:00 PM via Zoom.

ADJOURN

Commissioner O'Loughlin made a motion to adjourn the Tourism Commission meeting at 3:27 PM. Seconded by Commissioner McGrath.

Motion Passed 3-0.