



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

Regular Meeting

Via Zoom

3:00 PM

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

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

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 # 865-0641-0209: 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 3:00 pm

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

ROLL CALL; DECLARATION OF QUORUM

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

Staff Present: Deputy Director of Community Development Nikki Jones, Principal Planner Kelly Wall, City Attorney Mark Blum, Destination Marketing Specialist Kailey Eggie & Deputy City Clerk/Licensing Specialist Rubina Medina

APPROVAL OF MINUTES

ITEM: 10/6/2021 Meeting Minutes

MOTION: Motion to approve the Tourism Minutes from October 6, 2021.

VOTE: Motion by: Commissioner McGrath
Second by: Commissioner Anderson
PASSED 5-0

NEW BUSINESS

ITEM: Update by Finance Director, Ralph Chipman

No update.

ITEM: Updates by Destination Marketing Specialist
-January Goals
-Campaigns
-Insights
-Community Research / Involvement
-Grant Application Use Breakdown
-Grant Use Proposals
-Future Goals/Campaigns

Kailey Eggie introduced herself to the Commissioners. She started as the Destination Marketing Specialist on January 10th. Kailey 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. Understanding this allows her to believe that continuing to ensure posts about getting out in the community itself will be beneficial across all social media platforms. The future campaigns designed will nurture this interest followers are projecting. She is excited about increasing the social media following.

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 McGrath
Second by: Alderman Horbinski
PASSED 5-0

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 March 2, 2022.

MOTION: No Motion

ADJOURN

MOTION: Motion to adjourn the Tourism Commission meeting at 3:27pm.

VOTE: Motion by: Commissioner O'Loughlin
Second by: Commissioner McGrath
PASSED 5-0

Respectfully submitted by:

Rubina R. Medina
Deputy City Clerk/Licensing Specialist