



**CITY OF NEW BERLIN  
TOURISM COMMISSION MEETING**

**Wednesday, March 2, 2022**

**3:00 PM**

**Zoom Meeting**

<https://us02web.zoom.us/j/87687210696>

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The Council 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](http://www.newberlin.org)

Any comments that the public wishes to make may be communicated to the city via email at [citizencomments@newberlin.org](mailto:citizencomments@newberlin.org) and will be forwarded to the Mayor and City Council. Interested parties may also participate by:

- Downloading the ZOOM app located at <https://zoom.us/> and utilize this unique ID to join: 876 8721 0696
- Following this direct link to the meeting: <https://us02web.zoom.us/j/87687210696>
- Dial by phone: (312) 626-6799 and use Meeting ID: 876 8721 0696

## **AGENDA**

### **CALL TO ORDER**

### **ROLL CALL; DECLARATION OF QUORUM**

### **APPROVAL OF MINUTES**

February 2, 2022 Meeting Minutes

### **NEW BUSINESS**

Update by Finance Director, Ralph Chipman

Updates by Destination Marketing Specialist

-February/March 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

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  
TOURISM COMMISSION - MINUTES  
Wednesday, February 2, 2022**

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**Regular Meeting**

**Via Zoom**

**3:00 PM**

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*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](http://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.*

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**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 10<sup>th</sup>. 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