



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

Regular Meeting

Via Zoom

3:00 PM

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

This Committee 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 # 876-8721-069: 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 3:01 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 and Rocco

Excused: Commissioner Anderson

Staff Present: Director of Community Development Greg Kessler, 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: February 2, 2022 Meeting Minutes

MOTION: To approve the February 2, 2022 Meeting Minutes

VOTE: Motion by: Commissioner McGrath
Second by: Commissioner Rocco
Passed 4-0

NEW BUSINESS

ITEM: Update by Finance Director, Ralph Chipman

Ralph Chipman provided a finance update to the Commission.

MOTION: No Action.

ITEM: Updates by Destination Marketing Specialist

- February/March Goals
- Campaigns
- Insights
- Community Research / Involvement
- Grant Application Use Breakdown
- Grant Use Proposals
- Future Goals/Campaigns

Kailey shared a PowerPoint presentation that she prepared for the commissioners that provided updates on the above bullet points. She discussed the campaign "New Berlin History" on social media which was quite popular. She had a "Don't be the last to know" Facebook ad that reached over 1,000 people. The likes on Facebook and followers on Instagram have increased. The top post on Instagram was that New Berlin's name used to be Mentor. The top post on Facebook was a post about the ARC. Kailey briefly discussed ENJOY NEW BERLIN and what marketing items she was preparing for the event. She will be attending the Wisconsin Governor's Conference on Tourism that she is looking forward to.

MOTION: No Action

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

MOTION: No Discussion / No Motion

ITEM: Hotel Update

Commissioner O'Loughlin provided a brief update of the hotel industry in New Berlin.

MOTION: No Action

ITEM: Next Meeting Date

Ald. Horbinski stated that a meeting would be scheduled in April.

MOTION: No Action

ADJOURN

MOTION: Motion to adjourn the Tourism Commission meeting at 3:25 pm.

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

Respectfully submitted by:

Rubina R. Medina
Deputy City Clerk/Licensing Specialist