



**CITY OF NEW BERLIN
TOURISM COMMISSION MEETING
Wednesday, May 11, 2022
3:00 PM
Zoom Meeting**

The Tourism 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 City Council. Interested parties may also participate by:

- Downloading the ZOOM app located at <https://zoom.us/> and utilize this unique ID to join: 868 9968 0405
- Following this direct link to the meeting: <https://us02web.zoom.us/j/86899680405>
- Dial by Phone: (312) 626-6799 and use Meeting ID: 868 9968 0405

AGENDA

CALL TO ORDER

ROLL CALL; DECLARATION OF QUORUM

APPROVAL OF MINUTES

April 13, 2022 Tourism Commission Meeting Minutes

NEW BUSINESS

Update by Finance Director, Ralph Chipman

Update by Destination Marketing Specialist

-May / June Goals

-Campaigns

-Social Media Insights

-Community Research / Involvement

-Summary of Meeting with David Spiegelberg, Regional Tourism Specialist with Travel Wisconsin

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 Rubina R. Medina (262) 786-8610.



**CITY OF NEW BERLIN
TOURISM COMMISSION - MINUTES
Wednesday, April 13, 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 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 # 872-5068-8610 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 and Rocco

Excused: Commissioners Anderson & O'Loughlin

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: **March 2, 2022 Tourism Commission Meeting Minutes**

MOTION: Motion to approve the March 2, 2022 Tourism Commission Meeting Minutes

VOTE: Motion by: Commissioner McGrath
 Second by: Commissioner Rocco
 Passed 3-0

NEW BUSINESS

ITEM: Election of Officers

Commissioner McGrath made a motion to nominate Ald. Horbinski for chairperson. Second by Commissioner Rocco.

Commissioner McGrath made a motion to close nominations. Second by Commissioner Rocco. Motion Passed 3-0

Motion Passed 3-0 to appoint Ald. Horbinski as chairperson.

Ald. Horbinski made a motion to nominate Commissioner McGrath for vice chairperson. Second by Commissioner Rocco.

Ald. Horbinski made a motion to close nominations. Second by Commissioner Rocco. Motion Passed 3-0

Motion Passed 3-0 to appoint Commissioner McGrath as Vice chairperson.

Commissioner McGrath made a motion to nominate Commissioner Rocco for Treasurer. Second by Ald. Horbinski.

Commissioner McGrath made a motion to close nominations. Second by Ald. Horbinski. Motion Passed 3-0

Motion Passed 3-0 to appoint Commissioner Rocco as Treasurer.

ITEM: Update by Finance Director, Ralph Chipman

Ralph Chipman provided a finance update to the Commission.

No Action.

ITEM: Update by Destination Marketing Specialist

-April / May Goals

-Campaigns

-Insights / Instagram Update

-Community Research / Involvement

-Grant Application - Proposals

-WIGCOT 2022 - Wisconsin Governor's Conference on Tourism - Recap

-Discover New Berlin 2022 - Recap

Kailey shared a PowerPoint presentation that she prepared for the commissioners that provided updates on the above bullet points.

No Action.

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

No Discussion / No Motion.

ITEM: Hotel Update

No Update.

ITEM: Next Meeting Date

May 11, 2022 at 3pm

ADJOURN

MOTION: Motion to adjourn the Tourism Commission meeting at 3:34 pm.

VOTE: Motion by: Commissioner McGrath
Second by: Commissioner Rocco
Passed 3-0

*Respectfully Submitted,
Rubina R. Medina, City Clerk*