



**CITY OF NEW BERLIN
TOURISM COMMISSION - MINUTES
Wednesday, May 11, 2022**

Regular Meeting	Zoom Meeting	3:00 PM
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Please note: Minutes are unofficial until approved by the Tourism Commission at the next regularly scheduled 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

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 # 868 9968 0405: 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

Megan Roche read the rules to the meeting as this meeting was held via zoom.

ROLL CALL; DECLARATION OF QUORUM

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

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 & Administrative Specialist Megan Roche

APPROVAL OF MINUTES

ITEM: April 13, 2022 Tourism Commission Meeting Minutes

MOTION: Motion to approve the April 13, 2022 Tourism Commission Meeting Minutes

VOTE: Motion by: Commissioner McGrath
Second by: Commissioner Rocco
Passed 5-0

NEW BUSINESS

ITEM: Update by Finance Director, Ralph Chipman

Ralph Chipman provided a finance update to the Commission.

No Action.

ITEM: 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

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

July 6, 2022 at 3pm

ADJOURN

MOTION: Motion to adjourn the Tourism Commission meeting at 3:38 pm.

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

*Respectfully Submitted,
Megan Roche, Administrative Specialist*