



**CITY OF NEW BERLIN
TOURISM COMMISSION - MINUTES
Wednesday, July 6, 2022
(Zoom Meeting)**

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 # 85469686519: 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 3:02pm

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

ROLL CALL; DECLARATION OF QUORUM

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

Excused: Commissioner McGrath

Staff Present: Destination Marketing Specialist Kailey Eggie, City Clerk Administrative Specialist Megan Roche, Deputy Director of Community Development Nikki Jones.

APPROVAL OF MINUTES

ITEM: No Action Taken

NEW BUSINESS

ITEM: Update by Destination Marketing Specialist

- July / August Goals
- Season Guides
- Campaigns
- Social Media Insights
- Community Research / Involvement
- Summary of Meeting Food Truck Representative
- Discuss Possible Dates for Food Truck Night at City Center 685/2022

The Destination Marketing Specialist, Kailey Eggie, presented a PowerPoint

presentation that she prepared for the commissioners that provided updates on the above bullet points.

Discussion was had, no action taken.

ITEM: ARPA Destination marketing Organization Grand Agreement

-Review and Approve Expenditures

Discussion was had about the grant agreement, further discussion to be had at next meeting.

No action taken.

ITEM: Hotel Update:

Discussion was had, no action taken.

ADJOURN

ITEM: Motion to Adjourn the Tourism Commission meeting at 3:34 pm

Motion by: Commissioner O'Loughlin

Seconded by: Commissioner Rocco

Motion Passed 4-0

*Respectfully Submitted,
Megan Roche, City Clerk Administrative Specialist*