



**CITY OF NEW BERLIN
TOURISM COMMISSION MEETING
Wednesday, September 7, 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: 81521228135
- Following this direct link to the meeting: <https://us02web.zoom.us/j/81521228135>
- Find your local number: <https://us02web.zoom.us/j/81521228135>

AGENDA

CALL TO ORDER

ROLL CALL; DECLARATION OF QUORUM

APPROVAL OF MINUTES

1. May 11th, 2022 Draft Minutes
2. July 6th, 2022 Draft Minutes

NEW BUSINESS

3. Update by Finance Director, Ralph Chipman
4. Update by Destination Marketing Specialist:
 - September / October Goals
 - Season Guides
 - Campaigns - Social Media Insights
 - Community Research / Involvement
 - Travel Wisconsin Advertising Guides
 - Oktoberfest (City of New Berlin Public Library Event)
5. ARPA Destination Marketing Organization Grant Agreement:
 - Review and Approve Expenditures
6. Hotel Update
7. 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, 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*



**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*