



**CITY OF NEW BERLIN  
TOURISM COMMISSION - MINUTES  
Wednesday, September 7, 2022**

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| <b>Regular Meeting</b> | <b>Zoom Meeting</b> | <b>3:00 PM</b> |
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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](http://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 #: 81521228135 to join.*

*All votes were taken via a voice roll call vote.*

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## **CALL TO ORDER**

Alderman Horbinski called the Tourism Commission meeting to order at 3:00pm

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, Commissioner McGrath, O'Loughlin, Anderson, and Rocco.

Staff Present: Destination Marketing Specialist Kailey Eggie, City Clerk Administrative Specialist Megan Roche, Deputy Directory of Community Development Nikki Jones, City Attorney Mark Blum, Finance Director Ralph Chipman and Principal Planner Kelly Wall.

## **APPROVAL OF MINUTES**

**ITEM:** May 11th, 2022 Tourism Commission Minutes

**MOTION:** Motion to approve the May 11th, 2022 Tourism Commission Minutes

**VOTE:** Motion by: Commissioner O'Loughlin  
Second by: Commissioner Rocco  
**MOTION PASSED 5-0**

**ITEM:** July 6th, 2022 Tourism Commission Minutes

**MOTION:** Motion to approve the July 6th, 2022 Tourism Commission Minutes

**VOTE:** Motion by: Commissioner O'Loughlin  
Second by: Commissioner Rocco  
**MOTION PASSED 4-0 with Commissioner McGrath abstaining.**

## **NEW BUSINESS**

**ITEM:** 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)

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 Grant Agreement:

-Review and Approve Expenditures

Destination Marketing Specialist, Kailey Eggie broke down the expenses for items to be approved within the Grant Agreement:

16 oz Oktoberfest Cups (150) - 119.50  
22 Enjoy New Berlin Cups (200) - 165.00  
Rebel Cannon Camera - 559.00  
Conferences - 1,350.00  
Travel Expenditures - 2,770.00  
Total: 4,963.50

**MOTION:** Motion to approve 5,100.00 for the listed above items.

**VOTE:** Motion by: Alderman Horbinski  
Second by: Commissioner McGrath  
**MOTION PASSED 5-0**

**ITEM:** Hotel Update:

Slightly down this month, but still above the 2020/2021 comparisons.

Further discussion was had, no action taken.

## **ADJOURN**

**MOTION:** Motion to Adjourn the Tourism Commission meeting at 3:37 pm.

**VOTE:** Motion by: Commissioner McGrath  
Second by: Alderman Horbinski  
**MOTION PASSED 5-0**

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