



**CITY OF NEW BERLIN
TOURISM COMMISSION MEETING
Wednesday, October 12, 2022
3:00 PM
Zoom Meeting**

<https://us02web.zoom.us/j/89291791292>

The Council 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: 892 9179 1292
- Following this direct link to the meeting: <https://us02web.zoom.us/j/89291791292>

AGENDA

CALL TO ORDER

ROLL CALL; DECLARATION OF QUORUM

APPROVAL OF MINUTES

1. September 7, 2022 Tourism Commission Meeting Minutes

NEW BUSINESS

2. Update by Finance Director Ralph Chipman
3. Review and Approve Tourism Budget for 2023
4. Update by Destination Marketing Specialist
 - Social Media Insights
 - Ad Placement in Travel Wisconsin Guide
 - Recap of Oktoberfest (City of New Berlin Public Library Event) - Saturday, October 1, 2022
 - Camera Purchase
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
2023 BUDGET
NON-MAJOR (SPECIAL REVENUE AND CAPITAL PROJECTS) FUNDS

TOURISM COMMISSION FUND			ACTUAL 2020	ACTUAL 2021	2022 BUDGET	6 MOS. 2022	ESTIMATED TOTAL 2022	2023 Proposed
REVENUES								
22210000	40150	Room Tax	21,832	78,626	120,000	8,400	100,000	120,000
22210000	41010	Grants - State	-	-	-	24,825	24,825	-
		Total Revenues	<u>21,832</u>	<u>78,626</u>	<u>120,000</u>	<u>33,225</u>	<u>124,825</u>	<u>120,000</u>
EXPENDITURES								
22210000	50020	Salary	26,671	19,833	22,214	10,082	22,214	22,214
22210000	51020	Benefits	4,483	1,699	1,699	787	1,699	1,699
22210000	54060	Marketing	795	-	22,000	-	-	22,000
22210000	54110	Supplies	104	218	-	-	-	-
22210000		Grant Expense				3,788	24,825	-
22210000	54300	Conference/seminar/training	-	-	3,000	-	-	3,000
22210000	54390	Special Projects	-	-	28,000	-	-	28,000
22210000	54520	Internet Expense	-	266	8,500	-	-	8,500
		Total Expenditures	<u>32,053</u>	<u>22,016</u>	<u>85,413</u>	<u>14,657</u>	<u>48,738</u>	<u>85,413</u>
		Net Change in Fund Balance	(10,221)	56,610	34,587	18,568	76,087	34,587
		Fund Balance - Beginning	-	(10,221)			46,389	122,476
		Fund Balance - Ending	<u>\$ (10,221)</u>	<u>\$ 46,389</u>			<u>\$ 122,476</u>	<u>\$ 157,063</u>