



**CITY OF NEW BERLIN
TOURISM COMMISSION - MINUTES
Wednesday, October 12, 2022**

Regular Meeting

Zoom Meeting

3:00 PM

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 # 892 9179 1292: to join.

All votes were taken via a voice roll call vote.

CALL TO ORDER

Ald. Horbinski called the Tourism Commission meeting to order at 3:04 PM.

ROLL CALL; DECLARATION OF QUORUM

Present: Ald. Horbinski, Commissioner O'Loughlin, Commissioner Rocco

Excused: Commissioner McGrath, Commissioner Anderson

APPROVAL OF MINUTES

ITEM: September 7, 2022 Tourism Commission Meeting Minutes

No Motion.

NEW BUSINESS

ITEM: Update by Finance Director Ralph Chipman

No Update.

ITEM: Review and Approve Tourism Budget for 2023

MOTION: To approve the 2023 Tourism Budget as presented

VOTE: Motion by: Ald. Horbinski
Second by: Commissioner Rocco
Motion Passed: 3-0

ITEM: 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

No motion.

ITEM: ARPA Destination Marketing Organization Grant Agreement - Review and approve expenditures

MOTION: Motion to approve

VOTE: Motion by: Commissioner O'Loughlin
Second by: Commissioner Rocco
Motion Passed: 3-0

ITEM: Hotel Update

No Motion.

ITEM: Next Meeting Date

Next meeting will not be needed in December.

ADJOURN

Motion by O'Loughlin to adjourn the Tourism Commission meeting at 3:28 PM.
Motion seconded by Rocco and the motion passed 3-0.

*Respectfully Submitted,
Rubina R. Medina, City Clerk*