



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

Regular Meeting

Council Chambers

3:00 PM

Please note: Minutes are unofficial until approved by the Tourism Commission at the next regularly scheduled meeting.

All votes were taken via a voice roll call vote.

CALL TO ORDER

Alderman Horbinski called the Tourism Commission meeting to order at 3:03 pm

ROLL CALL; DECLARATION OF QUORUM

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

Excused: Commission Rocco

Staff Present: Deputy Director of Community Development Nikki Jones, Principal Planner Kelly Wall, City Attorney Mark Blum, Deputy City Clerk Sherri Hanson, Director of Community Development Greg Kessler, City Clerk Administrative Specialist Joelle Erickson

NEW BUSINESS

ITEM: Update by Finance Director, Ralph Chipman

No update.

ITEM: Updates by Destination Marketing Specialist
-Last 3 month statistics for Social Media
-Small Business Saturday Recap
-1/2 page insert in Travel Wisconsin guide
-Recap of 2022 Wisconsin Fall Conference on Tourism
-Grant Application Use Breakdown
-Grant Use Proposals
-Future Goals/Campaigns

Kelly Wall shared a PowerPoint presentation that she prepared for the commissioners that provided updates on the above bullet points. She stated that the City of New Berlin seems to engage with information regarding the future of New Berlin, and how the city is focusing on the community aspect of being a New Berlin resident. Kelly shared that social media is a free and popular way to keep residents up-to-date on current and upcoming events.

MOTION: No Motion

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

MOTION: Motion to approve the ARPA Destination Marketing Organization Grant Agreement expenditures.

VOTE: Motion by: Commissioner Szpara
Second by: Commissioner O'Loughlin
PASSED 4-0

ITEM: Hotel Update

Commissioner O'Loughlin provided a brief update of the hotel industry in New Berlin. Business is coming back and revenue is starting to pick-up.

MOTION: No Motion

ITEM: Set Next Meeting Date

Ald. Horbinski stated that he would like to meet the first Wednesday of the month. The next meeting date would be January 4th, 2023.

ADJOURN

MOTION: Motion to adjourn the Tourism Commission meeting at 3:46 pm.

VOTE: Motion by: Commissioner Anderson
Second by: Commissioner O'Loughlin
PASSED 4-0

Respectfully submitted,
Joelle Erickson City Clerk Administrative Specialist