



Tourism Commission MEETING MINUTES

August 2, 2023 - 3:00 PM
Council Chambers
3805 S. Casper Drive

Please note: Minutes are unofficial until approved at the next regular scheduled meeting.

MINUTES

1. CALL TO ORDER

Alderman Horbinski called the meeting to order at 3:01pm

2. ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE

Joelle Erickson took the roll call as follows:

Present: Alderperson Horbinski, Commissioner Szpara, Commissioner Anderson, Commissioner O'Loughlin

Excused: Commissioner Rocco

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

3. APPROVAL OF MINUTES

A. July 12, 2023 Meeting Minutes

MOTION: Motion to Approve Minutes

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

4. CONTINUED BUISNESS

A. Discussion on Grant Application 23-01 New Berlin Heat Fastpitch - \$2,500 Requested



ENJOY NEW BERLIN
**ROOM TAX GRANT
EVALUATION WORKSHEET**
INTERNAL USE ONLY

Reviewer Name:	John Recco
Applicant Organization:	New Berlin Heat
Project/Event:	
Grant Request:	\$2,500

Maximum Points	Criteria	Notes	Score
10	Quality and completeness of the application		10
30	The applicant has a well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays.		30
5 10 30	The project/event and application substantiate a reasonable likelihood of local economic impact from: - Local visitors - Day-trip visitors - Overnight visitors	4 teams are expected to stay overnight 2x	45
10	The methodology proposed to survey attendees is well developed and will likely generate good quality information regarding the number of attendees and whether they are local or non-local. Repeat project/events have provided adequate documentation of room night stays.		8
5	The project/event is unique, unduplicated and creative.		5
5 10 15	The expected/historical annual attendance is: 0-1,000 attendees 1,000-5,000 attendees 5,000 or more attendees	2,500 - 3,000 are expected	10

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MOTION: Motion to take item from the table for New Berlin Heat Fastpitch

VOTE: Motion by: Commissioner Anderson
Second by: Commissioner Szpara
Motion Passes 4-0

MOTION: Motion to Vote on Approval of \$2500 Funds for New Berlin Heat Fastpitch

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

- B.** Discussion on Grant Application
23-02 New Berlin 4th of July Commission - \$2,500 Requested



ENJOY NEW BERLIN
**ROOM TAX GRANT
EVALUATION WORKSHEET**
INTERNAL USE ONLY

Reviewer Name:	John Rocco
Applicant Organization:	NB 4th of July Comm
Project/Event:	4th of July Festival
Grant Request:	\$2500

Maximum Points	Criteria	Notes	Score
10	Quality and completeness of the application		10
30	The applicant has a well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays.	Great marketing to get people here but don't say how much about hotels	20
5	The project/event and application substantiate a reasonable likelihood of local economic impact from: - Local visitors - Day-trip visitors - Overnight visitors	attendance is expected to be over twice the population of New Berlin	4.5
10			
30			
10	The methodology proposed to survey attendees is well developed and will likely generate good quality information regarding the number of attendees and whether they are local or non-local. Repeat project/events have provided adequate documentation of room night stays.		8
5	The project/event is unique, unduplicated and creative.		5
5	The expected/historical annual attendance is: 0-1,000 attendees 1,000-5,000 attendees 5,000 or more attendees	90,000	15
10			
15			

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MOTION: Motion to take item from the table for discussion for New Berlin 4th of July Commission

VOTE: Motion by: Commissioner Anderson
Second by: Commissioner Szpara
Motion Passes 4-0

MOTION: Motion to Approve \$2500 Funds for New Berlin 4th of July Commission

VOTE: Motion by: Alderman Horbinski
Second by: Commissioner Szpara
Motion Passes 4-0

- C. Discussion on Grant Application
23-03 New Berlin Junior Woman's Club - \$2,500 Requested



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**ROOM TAX GRANT
EVALUATION WORKSHEET**
INTERNAL USE ONLY

Reviewer Name:	John Recco
Applicant Organization:	NB Jr. Women's Club
Project/Event:	40th Annual Fall Harvest Craft Fair
Grant Request:	2500

was contingent on the entire amount of

Maximum Points	Criteria	Notes	Score
10	Quality and completeness of the application		10
30	The applicant has a well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays.	1 Day Event Marketing Strategy	15
5	The project/event and application substantiate a reasonable likelihood of local economic impact from:	Chance of many Hotel stays & \$ Spill	20
10	- Local visitors		
30	- Day-trip visitors		
10	- Overnight visitors		
10	The methodology proposed to survey attendees is well developed and will likely generate good quality information regarding the number of attendees and whether they are local or non-local. Repeat project/events have provided adequate documentation of room night stays.		5
5	The project/event is unique, unduplicated and creative.		5
5	The expected/historical annual attendance is:	1200 Expected	10
5	0-1,000 attendees		
10	1,000-5,000 attendees		
15	5,000 or more attendees		

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MOTION: Motion to take item from the table for New Berlin Junior Women's Club

VOTE: Motion by: Commissioner Anderson
Second by: Commissioner Szpara
Motion Passes 4-0

MOTION: Motion to Approve \$2500 New Berlin Junior Women's Club

VOTE: Motion by: Commissioner Szpara
Second by: Alderman Horbinski
Motion Passes 4-0

- D. Discussion on Grant Application
23-04 Prospect Hill Restoration Foundation - \$2,000 Requested



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**ROOM TAX GRANT
EVALUATION WORKSHEET**
INTERNAL USE ONLY

Reviewer Name:	John Rocco
Applicant Organization:	Prospect Hill Restoration Foundation
Project/Event:	NB 3 rd Annual Historic Day
Grant Request:	\$1,000

Maximum Points	Criteria	Notes	Score
10	Quality and completeness of the application	HARD TO READ	5
30	The applicant has a well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays.	Good marketing but a single day event	15
5	The project/event and application substantiate a reasonable likelihood of local economic impact from: - Local visitors - Day-trip visitors - Overnight visitors	Chance of overnight stays are slim	20
10			
30			
10	The methodology proposed to survey attendees is well developed and will likely generate good quality information regarding the number of attendees and whether they are local or non-local. Repeat projects/events have provided adequate documentation of room night stays.		3
5	The project/event is unique, unduplicated and creative.		5
5	The expected/historical annual attendance is: 0-1,000 attendees 1,000-5,000 attendees 5,000 or more attendees	500-700 expected	5
10			
15			

MOTION: Motion to take item from the table for Prospect Hill Restoration Foundation

VOTE: Motion by: Commissioner Anderson
Second by: Commissioner Szpara
Motion Passes 4-0

MOTION: Motion to Approve \$2,000 for Prospect Hill Restoration Foundation

VOTE: Motion by: Commissioner Szpara
Second by: Commissioner Anderson
Motion Passes 4-0

E. Discussion on All Grant Requests and Action on Final Grant Awards

5. NEW BUSINESS

- A. Update by DCD Staff
- Social Media Insights
 - Events / Outreach

B. Review and approve expenditures for Fall Conference

MOTION: Motion to Approve Expenditures for Fall Conference

VOTE: Motion by: Commissioner Szpara
Second by: Commissioner Anderson
Motion Passes 4-0

C. Review and approve 2024 Budget

MOTION: Motion to Approve 2024 Budget

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

D. Discussion on Future Grant Cycles and Remaining Funds

E. Hotel Update

F. Next Meeting Date
Next Meeting Date is October 4, 2023

6. ADJOURN

MOTION: Motion to Adjourn at 3:59PM

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

*Respectfully Submitted,
Joelle Erickson, City Clerk Administrative Specialist*