



Tourism Commission MEETING AGENDA

September 13, 2023 - 3:00 PM
Council Chambers
3805 S. Casper Drive

Published: 9/12/2023 @ 11:15AM

AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE**
3. **APPROVAL OF MINUTES**
 - A. August 2, 2023 Meeting Minutes
4. **NEW BUSINESS**
 - A. Review and Approve Expenditures
 - Library Oktoberfest
 - Recreation Great Pumpkin Lighting & Movie in the Park
5. **ADJOURN**

Supplemental Information:

- The meeting agenda and agenda packet are available online at www.NewBerlin.org. The minutes are published online and are approved at the next regularly scheduled meeting.
- 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.
- You may provide comments to the City Clerk via email at CitizenComments@NewBerlin.org. Comments will be forwarded to the Mayor and members of the governing body. Emailed comments are not read during the meeting.
- The City of New Berlin strives to host inclusive, accessible meetings that enable all individuals to engage and participate fully. Any person who has a qualifying disability under the Americans with Disabilities Act that requires that the meeting be accessible, please contact City Clerk Rubina R. Medina at (262) 786-8610 or via email at CityClerk@NewBerlinWI.gov at least 48 hours before the scheduled meeting time. Efforts will be made to accommodate the needs of disabled individuals through appropriate aids and/or services.
- It is also possible that members of and possibly 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 in the above notice.



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

Page 8 of 27

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 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			

Page 13 of 27

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



ENJOY NEW BERLIN
**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.	<i>1 Day Event Marketing Strategy</i>	15
5	The project/event and application substantiate a reasonable likelihood of local economic impact from:	<i>Chance of many Hotel stays & \$ Spill</i>	20
10	- Local visitors		
30	- Day-trip visitors		
10	- Overnight visitors		
	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
	The expected/historical annual attendance is:	<i>1200 Expected</i>	10
5	0-1,000 attendees		
10	1,000-5,000 attendees		
15	5,000 or more attendees		

Page 22 of 27

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



ENJOY NEW BERLIN
**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
- i. Social Media Insights
 - ii. 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*



PROPOSED SEPTEMBER EXPENDITURE REQUEST

MEMO TO: Tourism Commission

CC: Alderman Dennis Horbinski, Chairman (via email)
Greg Kessler, Director of Community Development
Nikki Jones, Deputy Director of Community Development

MEMO FROM: Kelly Wall, Principal Planner

DATE: September 13, 2023

REQUESTED: Recommend to the Tourism Commission, approval of the proposed expenditures, not to exceed \$3,200.

RATIONALE: Last year, Enjoy New Berlin partnered with the Library to offer commemorative Oktoberfest/Enjoy New Berlin cups at the Library's Oktoberfest/Root Bier Garden event. This year, the Library is interested in partnering and has requested the following items including: commemorative cups and funds in the form of event sponsorship. Enjoy New Berlin would propose commemorative stadium cups, not to exceed \$300, along with a \$400 sponsorship for the 2-day event as a whole. Enjoy New Berlin will attend the event and have a table set-up with information.

Additionally, the New Berlin Recreation Department will be hosting a Great Pumpkin Lighting and Movie in the Park event on October 7th. Enjoy New Berlin would propose sponsoring the inflatable screen rental at the cost of \$2,500. We would also plan to have staff attend and a table set-up for this event.