



# Tourism Commission MEETING MINUTES

January 17, 2024 - 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 3:00PM

### 2. ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE

Joelle Erickson took the roll call as follows:

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

Staff Present: Principal Planner Kelly Wall, Deputy Director of DCD Nikki Jones, DCD Director Greg Kessler, City Attorney Schmitzer, Community Relations Specialist Joelle Erickson

### 3. APPROVAL OF MINUTES

#### A. November 1, 2023 Meeting Minutes

**MOTION:** Motion to Approve Minutes from November 1, 2023

**VOTE:** Motion by: Commissioner Szpara  
Second by: Commissioner Rocco  
Motion Passes 5-0

### 4. NEW BUSINESS

#### A. Update by DCD Staff

- i. Social Media Insights
- ii. Events / Outreach

#### B. Discussion on Grant Application

24-01 New Berlin Heat Fastpitch - \$2,500-5,000 Requested

**MOTION:** Motion to Approve Requested \$5,000 for New Berlin Heat Fastpitch

**VOTE:** Motion by: Commissioner Rocco  
Second by: Commissioner Anderson  
Motion Passes 5-0

#### C. Discussion on Grant Application

24-02 Education Foundation of New Berlin - \$3,500 Requested

**MOTION:** Motion to Approve Requested \$3,500 for Education Foundation

**VOTE:** Motion by: Commissioner Szpara  
Second by: Commissioner Anderson  
Motion Passes 5-0

- D.** Discussion on Grant Application  
24-03 4th of July Commission - \$5,000 Requested  
**MOTION:** Motion to Approve Requested \$5,000 for 4th of July Commission  
  
**VOTE:** Motion by: Commissioner O'Loughlin  
Second by: Commissioner Rocco  
Motion Passes 5-0
- E.** Discussion on Grant Application  
24-04 New Berlin Chamber of Commerce - Farmers Market - \$2,000 Requested  
**MOTION:** Motion to Approve Amended Amount of \$1,000 for New Berlin Chamber of Commerce - Farmers Market  
  
**VOTE:** Motion by: Commissioner Anderson  
Second by: Alderman Horbinski  
Motion Passes 4-0

Commissioner Gary Szpara abstained from voting on this item

- F.** Discussion on Grant Application  
24-05 New Berlin Chamber of Commerce - Discover New Berlin - \$2,800 Requested  
**MOTION:** Motion to Approve Requested \$2,800 for the New Berlin Chamber of Commerce - Discover New Berlin  
  
**VOTE:** Motion by: Commissioner Anderson  
Second by: Commissioner Rocco  
Motion Passes 4-0

Commissioner Gary Szpara abstained from voting on this item

- G.** Discussion on Grant Application  
24-06 Prospect Hill Restoration Foundation - \$2,500 Requested  
**MOTION:** Motion to Approve Amended Amount of \$1,400 for Prospect Hill Restoration Foundation  
  
**VOTE:** Motion by: Commissioner O'Loughlin  
Second by: Alderman Horbinski  
Motion Passes 5-0

- H.** Discussion on Grant Application  
24-07 New Berlin Historical Society - \$5,000 Requested  
**MOTION:** Motion to Table the Requested \$5,000 for the New Berlin Historical Society  
  
**VOTE:** Motion by: Alderman Horbinski  
Second by: Commissioner Anderson  
Motion Passes 5-0

The application was not completed correctly or on the appropriate form. The Tourism Commission instructed the New Berlin Historical Society to amend their paperwork and resubmit.

- I.** Discussion on All Grant Requests and Possible Action on Final Grant Awards
- J.** Discussion and possible action on advertising opportunity - 2024 Community Guide and Business Directory  
**MOTION:** Motion to Approve 1/2 page in 2024 Community Guide and Business Directory in the amount of \$1,095  
  
**VOTE:** Motion by: Alderman Horbinski  
Second by: Commissioner Rocco  
Motion Passes 4-0

Commissioner Gary Szpara abstained from voting on this item

## **5. ADJOURN**

- MOTION:** Motion to Adjourn at 3:44PM

**VOTE:** Motion by: Commissioner Szpara  
Second by: Commissioner O'Loughlin  
Motion Passes 5-0

***Respectfully Submitted,  
Joelle Erickson, Community Relations***