



Tourism Commission MEETING MINUTES

November 13, 2024 - 3:00 PM
Council Chambers
3805 S. Casper Drive

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

MINUTES

1. CALL TO ORDER

Alderman Horbinski called the meeting to order at 3:09PM.

2. ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE

Community Relations Specialist Joelle Erickson took the roll call as follows:

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

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

3. APPROVAL OF MINUTES

A. October 2, 2024 Meeting Minutes

MOTION: Motion to Approve Minutes

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

4. NEW BUSINESS

A. Discussion on Grant Application

25-01 Education Foundation of New Berlin (Toast to Education: Beer & Wine Tasting Fundraiser) - \$5,000 Requested

B. Discussion on Grant Application

25-02 New Berlin Heat Fastpitch (New Berlin Summer Heat Fastpitch Tournament) - \$5,000 Requested

C. Discussion on Grant Application

25-03 New Berlin 4th of July Commission (57th Annual City of New Berlin 4th of July Family Festival) - \$5,000 Requested

D. Discussion on Grant Application

25-04 New Berlin Junior Woman's Club (Fall Harvest Craft Fair) - \$1,300 Requested

- E.** Discussion on Grant Application
25-05 New Berlin Veterans Memorial Society (New Berlin Veterans Memorial Fundraiser) - \$1,500 Requested
- F.** Discussion on Grant Application
25-06 Education Foundation of New Berlin (No Can Do - A Tribute to the Music of Daryl Hall & John Oates) - \$4,944 Requested
- G.** Discussion on Grant Application
25-07 Education Foundation of New Berlin (Substitute - Tales from The Who) - \$4,564 Requested
- H.** Discussion on Grant Application
25-08 Education Foundation of New Berlin (Miles Nielsen and the Rusted Hearts) - \$5,000 Requested
- I.** Discussion on Grant Application
25-09 New Berlin Public Library (28th Annual Manhattan Short Film Festival) - \$320 Requested
- J.** Discussion on Grant Application
25-10 New Berlin Recreation (2025 New Berlin Recreation Winterfest) - \$2,500 Requested
- K.** Discussion on Grant Application
25-11 New Berlin Recreation (2026 New Berlin Recreation Winterfest) - \$5,000 Requested
- L.** Discussion on Grant Application
25-12 New Berlin Public Library (1st Annual New Berlin Public Library Dewey-Athlon) - \$600 Requested
- M.** Discussion on Grant Application
25-13 Prospect Hill Restoration Foundation (32nd Annual Historic Day) - \$2,000 Requested
- N.** Discussion on Grant Application
25-14 New Berlin Historical Society (Father's Day and Beer Garden Open House) - \$1,385 Requested
- O.** Discussion on Grant Application
25-15 New Berlin Historical Society (Ice Cream Social and Beer Garden Open House) - \$725 Requested
- P.** Discussion on Grant Application
25-16 New Berlin Historical Society (Applefest and Beer Garden Open House) - \$1,858 Requested
- Q.** Discussion on Grant Application
25-17 Miss Wisconsin Scholarship Organization (2025 Miss Wisconsin & Miss Wisconsin Teen Competitions) - \$5,000 Requested

R. Discussion on All Grant Requests and Possible Action on Final Grant Awards

The following changes were made and approved by the Tourism Commission:

25-01; Education Foundation of New Berlin - Toast to Education - Requested \$5,000, Amended to \$3,375
25-06; Education Foundation of New Berlin - No Can Do - Requested \$4,944, Amended to \$3,275
25-07; Education Foundation of New Berlin - Tales from the Who - Requested \$4,564, Amended to \$3,275
25-08; Education Foundation of New Berlin - Miles Nielsen and the Rusted Hearts - Requested \$5,000, Amended to \$3,275
25-13; Prospect Hill Restoration Foundation - NB 32nd Annual Historic Day - Requested \$2,000, Amended

to \$1,800 due to 40% max of Budget

25-14; New Berlin Historical Society - Father's Day Beer Garden Open House - Requested \$1,385,

Amended to \$1,384 due to 40% of max Budget

25-15; New Berlin Historical Society - Ice Cream Social and Beer Garden Open House - Requested \$725,

Amended to \$724 due to 40% of max Budget

25-16; New Berlin Historical Society - Applefest and Beer Garden Open House - Requested \$1,858.

Amended to \$1,672

MOTION: Motion to Approve with Amendments as Presented

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

5. ADJOURN

MOTION: Motion to Adjourn at 3:36PM

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

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