

Tourism Commission Meeting Agenda



August 13, 2025 - 3:00 PM
Council Chambers
3805 S. Casper Drive

Published 8/4/2025

AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE**
3. **APPROVAL OF MINUTES**
 - A. June 11, 2025 Meeting Minutes
4. **NEW BUSINESS**
 - A. Election of Chairperson for Tourism Commission
 - B. Election of Vice Chairperson for Tourism Commission
 - C. Election of Treasurer for Tourism Commission
 - D. Update by DCD Staff
 - E. RAS - 2026 Budget
 - F. Hotel Update
5. **ADJOURN**

Additional Information

- The agenda packet, including supplemental information related to agenda items, is available online at www.NewBerlinWI.gov. Once finalized by the governing body, approved meeting minutes will also be posted online.
- Agenda items may be taken out of order at the governing body's discretion.
- Members, and possibly a quorum, of other municipal governmental bodies may attend this meeting to gather information. However, no action will be taken by any governmental body other than the one referenced in this notice.
- Accommodations will be provided under the Americans with Disabilities Act (ADA) to meet the needs of individuals with disabilities. If you require assistance or appropriate aids and services, please contact the Office of the City Clerk at (262) 786-8610 with reasonable notice.

Tourism Commission MEETING MINUTES



June 11, 2025 - 3:00 PM
Council Chambers
3805 S. Casper Drive

MINUTES

1. CALL TO ORDER

Alderman Horbinski called the meeting to order at 3:01 PM.

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: City Attorney Tom Schmitzer, Principal Planner Kelly Wall, Community Relations Specialist Joelle Erickson

It was confirmed that a quorum was present and that the meeting was properly posted in compliance with open meetings law.

3. APPROVAL OF MINUTES

A. May 7, 2025 Meeting Minutes

MOTION: Motion to Approve Minutes with Correction of Commissioner Szpara marked as absent from 5/7/2025 Meeting

VOTE: Motion by: Commissioner Szpara
Second by: Commissioner Rocco
Motion Passes 4-0*

*Commissioner Anderson arrived at 3:03 PM and wasn't present for this item.

4. NEW BUSINESS

A. Update by DCD Staff

Principal Planner Kelly Wall provided an update to the Commission.

- B.** RAS - Discussion and recommendation to the Tourism Commission for approval of the 2026 Room Tax Grant timeline and application amendments.

MOTION: Motion to Approve as Presented

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

5. ADJOURN

MOTION: Motion to Adjourn at 3:09 PM

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

Respectfully Submitted,
Joelle Erickson, Community Relations Specialist



AUGUST TOURISM UPDATE

CITY OF NEW BERLIN TOURISM COMMISSION

AUGUST 6, 2025



SOCIAL MEDIA & OUTREACH



+25

2,036

FOLLOWERS

WAS: 2,011



+14

674

FOLLOWERS

WAS: 660



+2

35

CALENDARS

SINCE OCT 2022



MONTHLY EVENT CALENDAR

July in New Berlin

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p>Follow Us for upcoming events, activities, and our monthly event calendar! enjoynewberlin.com</p>		<p>1 New Berlin Public Library Ping Pong at the Library 3-4PM Ages 10+</p>	<p>2 Matty's Bar & Grill Matty's Bike Night 5PM</p>	<p>3 4TH OF JULY FESTIVAL 3PM-10PM Flashlight Candy Hunt 9:30PM</p>	<p>4 4TH OF JULY FESTIVAL 9AM-10PM Parade & Fireworks 1PM 10PM</p>	<p>5 4TH OF JULY FESTIVAL NOON-10PM Drone Show 9:30PM</p>
<p>6 National Blueberry Month! Did You Know? Blueberries have been consumed for over 13,000 years, with Native Americans first recognizing their versatility.</p>	<p>7 Versiti Blood Center of Wisconsin Community Blood Drive* 1-7:30PM @ New Berlin Public Library</p>	<p>8 New Berlin Public Library Family Performer - Steve Girman 1PM Hoepfner-Horn VFW Post #5716 Lindsay Shanks 6-9PM</p>	<p>9 Versiti Blood Center of Wisconsin Community Blood Drive* 8-12PM @ New Berlin City Hall</p>	<p>10 New Berlin Public Library Create Your Own Board Game* 1-2PM Ages 6-11</p>	<p>11 New Berlin Public Library Friday Movie Matinee 1PM Ages 18+ WI BMW Motorcycle Club Public Meeting 8PM @ New Berlin VFW</p>	<p>12 New Berlin Recreation Beer Garden Noon-6PM @ Malone Park</p>
<p>13 New Berlin Ale House Comiverse Convention & Toy Show* 10AM-3PM New Berlin Recreation Beer Garden Noon-6PM @ Historical Park</p>	<p>14 New Berlin Recreation Dept. Cat & Dog (Pet) First Aid & CPR Certification* 5:30-8:30PM Ages 16+</p>	<p>15 New Berlin Public Library Tech Talk: Android Devices* 2PM Senor Luna Cruise Night 5-9PM</p>	<p>16 National Hot Dog Day! Fun Fact! The first words ever spoken aloud by Walt Disney's cartoon character Mickey Mouse were, "Hot dogs." The cartoon was called "The Carnival Kid" and it was created in 1929.</p>	<p>17 Music6S Open Stage Night 4-8PM</p>	<p>18 Hoepfner-Horn VFW Post #5716 Music Bingo 6PM</p>	<p>19 Matty's Bar & Grill Live Music in the Big Backyard - Boo! The Band 5-9PM</p>
<p>20 Cleveland Pub Summer Pop-Up Sip & Shop 11AM - 4PM</p>	<p>21 Cleveland Pub & Grill Jukebox Bingo Starts at 7PM New Berlin Public Library Adult Maker Night - Campfire Starters* 6:30-8PM</p>	<p>22 New Berlin Public Library Summer Celebration 1-3PM</p>	<p>23 New Berlin Public Library Lego Club 10-11AM Red Cross of Wisconsin Blood Drive* 1-6PM @ New Berlin Public Library</p>	<p>24 Mary's Caddyshack Bingo Thursdays at the Shack Starts at 6:30PM</p>	<p>25 Burghardt Sporting Goods Home Base Bash 6PM July 25-July 27th St. Elizabeth Ann Seton Parish Funfest 5-10:45PM July 25-July 27th</p>	<p>26 Ojibwa Bowhunters Archery Club Youth Day 2025* 11AM-4PM</p>
<p>27 National Creme Brulee Day! Take a Guess! In 2011, a team in London created a massive creme brulee! Can you guess how much it weighed? spunuoɹ ʎɹɹ 101</p>	<p>28 New Berlin Public Library As the Pages Turn Book Club 1-2PM</p>	<p>SAVE THE DATES! Historic Day Open House & Mini Parade September 7, 2025 Applefest Open House & Beer Garden October 12, 2025 Presented by the New Berlin Historical Society</p>		<p>30 The Big Backyard Vendor & Craft Shopping Night 5-8PM</p>	<p>31 Mary's Caddyshack Bingo Thursdays 6:30-11:45PM</p>	<p>STAY LOCAL & SUPPORT LOCAL From sports to State Fair and farmers markets to festivals, summer is here and our hotels are a great place to stay! Holiday Inn Express & Suites 262-787-0700 & La Quinta Inn & Suites 262-717-0900</p>

enjoynewberlin.com

* Requires Pre-Registration and/or Fees

Please note that events listed are not hosted by Enjoy New Berlin. Please contact the host organization directly to register and/or with any questions.



MONTHLY EVENT CALENDAR

AUGUST in New Berlin

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p>Grab Your Fork, it's FAIR TIME! Don't forget to check out the 2025 Sparkie & Drinkie winners!</p> <p><i>Stay Local!</i></p> <p>Holiday Inn Express & Suites - New Berlin 262-787-0700</p> <p>La Quinta Inn & Suites - New Berlin 262-717-0900</p>	<p>New Berlin Recreation 4</p> <p>Outdoor Learn to Play Pickleball* 5-7PM Ages 18+</p> <p>Matty's Bar & Grill Granny Bingo 6:30-9PM</p>	<p>IT'S TIME FOR THE 2025 WISCONSIN STATE FAIR! JULY 31ST-AUGUST 10TH</p>	<p>Follow Us for upcoming events, activities, and our monthly event calendar!</p> <p>enjoynewberlin.com</p>	<p>New Berlin Recreation 1</p> <p>Family Game Night* 4-6PM</p> <p>Sendik's Foods Michelle's Action Angels Fundraiser 11AM-4PM</p>	<p>New Berlin Chamber of Commerce 2</p> <p>Farmers Market & Kindermarket 8AM-12PM</p> <p>Texas Roadhouse Car & Motorcycle Show Benefitting the New Berlin Police Department 11AM-3PM</p>	<p>New Berlin Trap & Sportman's Club 3</p> <p>Charity Trap Shoot 6PM</p>
<p>New Berlin Hills Golf Course 10</p> <p>The Koebel Open* 8AM</p> <p>New Berlin Historical Society Museum Open House 1-4PM</p>	<p>National Play in the Sand Day! 11</p> <p>Soak up summer at the beach and enjoy National Play in the Sand Day! Stay local with the beach at Minooka Park or head over to Lake Michigan!</p>	<p>New Berlin Fire Department 12</p> <p>Burn Camp Bike Night 5PM</p>	<p>National Golf Month!</p> <p>August is National Golf Month—celebrate by teeing off at the City of New Berlin's Business of the Month, New Berlin Hills Golf Course!</p>	<p>New Berlin Public Library 14</p> <p>Memory Cafe: Ice Cream Social* 1:30PM</p>	<p>New Berlin Recreation 15</p> <p>Family Nerf Blaster Battle* 4-6PM</p>	<p>New Berlin Public Library 16</p> <p>Beer Garden & Flea Market 12-6PM</p>
<p>Stone + Sage Spiritual Market 17</p> <p>12PM</p>	<p>New Berlin Public Library 18</p> <p>Adult Maker Night - Monogram Leather Keychains* 6:30-8PM</p> <p>Cleveland Pub & Grill Jukebox Bingo Starts at 7PM</p>	<p>Senor Luna 19</p> <p>Cruise Night 5-9PM</p>	<p>New Berlin Public Library 20</p> <p>Never Ending Stories Book Club 7-8:30PM</p>	<p>Mary's Caddyshack 21</p> <p>Bingo Thursdays at the Shack Starts at 6:30PM</p>	<p>VFW Post 5716 22</p> <p>Music Bingo Starts at 6PM</p>	<p>Anita's Dance Studio 23</p> <p>Grand Opening 12PM</p> <p>New Berlin Public Library Antique Appraisals with Mark Moran* 1-4PM</p>
<p>Matty's Bar & Grill 24</p> <p>MattyFest 5-8PM</p> <p>National Eat Outside Day! 31</p> <p>Celebrate with a picnic at the park!</p>	<p>The Big Backyard Sensory Friendly Night* 25</p> <p>4-7PM</p>	<p>New Berlin Public Library 26</p> <p>Art History Lecture: Alphonse Mucha* 6:30PM</p>	<p>NEW BERLIN NEWS 20</p> <p>Sign-Up Today! Now is a great time to sign-up for the New Berlin News! Sent twice a month, the New Berlin News keeps residents informed of all upcoming events as well as important information and deadlines. Register at newberlinwi.gov</p>	<p>New Berlin Public Library 28</p> <p>Comic Crafts 2-3PM</p> <p>Music6S Open Stage Night 4-8PM</p>	<p>Matty's Bar & Grill 29</p> <p>Whiskeybelles perform 6PM</p>	<p>FARMERS MARKET! 30</p> <p>Don't forget to enjoy the New Berlin Farmers Market</p> <p>Saturdays from 8AM-Noon</p> <p>Presented by the New Berlin Chamber of Commerce</p>

enjoynewberlin.com

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BUSINESS OF THE MONTH

JUNE ORGANIZATION OF THE MONTH MISS WISCONSIN SCHOLARSHIP ORGANIZATION



JULY BUSINESS OF THE MONTH BRUNCHBERRY





SOCIAL MEDIA INSIGHTS

TOP POST



REACH 13.3K

178 LIKES

11 COMMENTS

7 SHARES



BANDWANGO UPDATES

SAVINGS PASS ON-BOARDING

CONTINUING TO ON-BOARD



ACCEPTED

10



IN PROGRESS

3



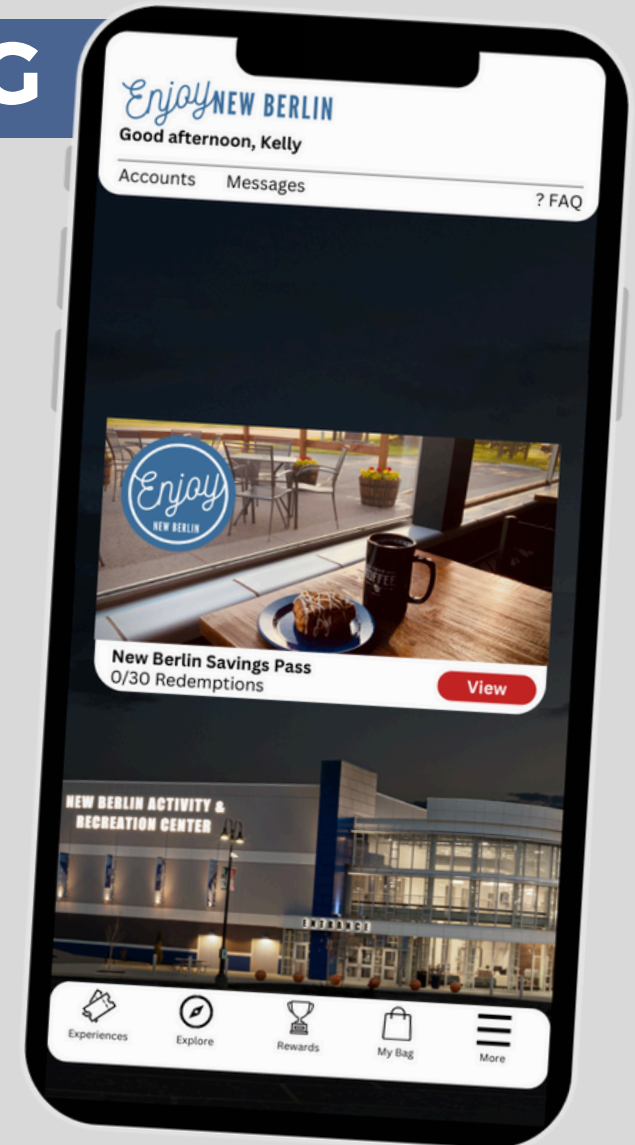
DECLINED

11



AWAITING

16





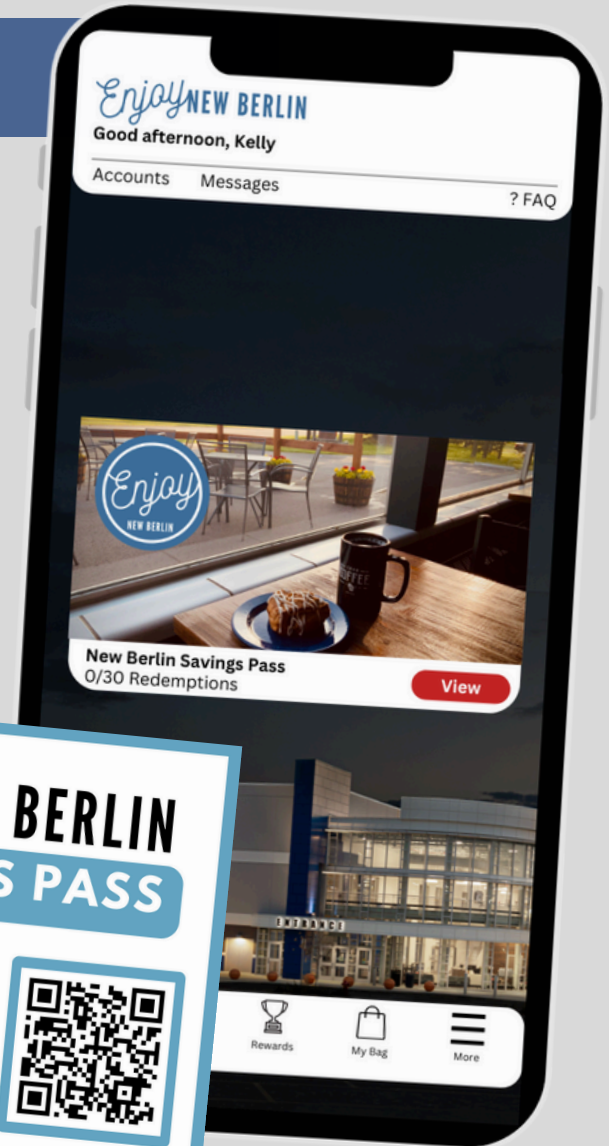
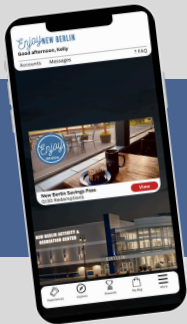
BANDWANGO UPDATES

SAVINGS PASS LAUNCH

DISTRIBUTED TO HOTELS ON JUNE 26TH

SIGN-UPS

1
JUNE 29TH



WELCOME TO NEW BERLIN!
Enjoy YOUR STAY!
 FOR LOCAL EVENTS & ACTIVITIES, VISIT:
ENJOYNEWBERLIN.COM

Enjoy NEW BERLIN SAVINGS PASS

SCAN THE QR CODE TO ACCESS SAVINGS AT LOCAL RESTAURANTS, SHOPS AND ATTRACTIONS!

SCAN HERE



FOLLOW US & PROMOTE US!

**PLEASE BE SURE TO FOLLOW
US ON FACEBOOK AND
INSTAGRAM!**



**LOCAL BUSINESSES & ORGANIZATIONS ARE
WELCOME TO SUBMIT EVENTS VIA SOCIAL
MEDIA OR DIRECTLY ON OUR WEBSITE!**



REQUESTED ACTION STATEMENT

MEMO TO: Tourism Commission

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

MEMO FROM: Kelly Wall, Principal Planner

DATE: August 6, 2025

REQUESTED: Recommend to the Tourism Commission, approval of the 2026 budget, as presented.

The proposed 2026 budget is nearly identical to the 2025 budget with the exception of salary, which is being adjusted from a 20% share with DCD, to now 25%.

RATIONALE: Salary: \$19,069 & Benefits: \$5,826

The total amount allocated to salary and benefits is identical to the cost share ratio approved for 2024 – with Enjoy New Berlin contributing 25% of the overall salary and the Department of Community Development contributing the remaining 75%.

Marketing/Events: \$45,607

Over the past few years, Enjoy New Berlin has participated in a number of events – with the total number of events continuing to grow. Some annual events include Discover New Berlin (New Berlin Chamber of Commerce), Safety Saturday (New Berlin Police Department), Brews and Boos (New Berlin Recreation), Fall Oktoberfest and Root Beer Garden (New Berlin Public Library), and Winterfest (New Berlin Recreation).

For these events, we have purchased marketing items like t-shirts, tote bags, koozies, hot/cold packs, etc. With our focus being to promote local businesses and events that in return generate overnight hotel stays; it is important that we continue to spread the word about who we are, what we do, and why we do it.

Moving forward with our focus in mind, we would like to add events to our marketing budget so that we have the funds to sponsor events, participate in sponsorship opportunities, and/or host events ourselves.

Supplies: \$5,000

Funds will be used for handouts, grant mailings, displays, etc.

Grant Projects: \$45,000

\$45,000 has been allocated for the 2026 Room Tax Grant Program. This is consistent with the amount allocated for 2025 Grants.

Conference/Seminar/Training: \$5,000

Staff traditionally attends two Wisconsin Tourism Conferences – WIGCOT (Wisconsin Governors Conference on Tourism) in the spring and the Destination Wisconsin Conference in the fall.

Internet Expense: \$8,500

Paid annually to the City for occurred expenses.

TOURISM COMMISSION FUND

			ACTUAL	ACTUAL	2025	6 MOS.	ESTIMATED	2026
			2023	2024	BUDGET	2025	TOTAL	2026
							2025	Proposed
REVENUES								
22210000	40150	Room Tax	122,921	128,282	120,000	7,236	120,000	120,000
22210000	41010	Grants - State	-	-	-	-	-	-
Total Revenues			<u>122,921</u>	<u>128,282</u>	<u>120,000</u>	<u>7,236</u>	<u>120,000</u>	<u>120,000</u>
EXPENDITURES								
22210000	50020	Salary	6,935	13,683	13,762	8,625	13,762	19,069
22210000	51020	Benefits	1,800	3,916	2,131	2,600	2,131	5,826
22210000	54060	Marketing/Events	6,090	1,185	45,607	1,134	45,607	45,607
22210000	54110	Supplies	1,051	310	5,000	1,386	5,000	5,000
22210000	52030	Contracted Services				990		
22210000	52050	Grant Projects	-	32,961	45,000	9,925	45,000	45,000
22210000	52100	Admin Charge		1,283				
22210000	54300	Conference/Seminar/Training	2,096	783	5,000		5,000	5,000
22210000	54390	Special Projects	9,500	999		119		
22210000	54520	Internet Expense	432	468	8,500	11,982	8,500	8,500
Total Expenditures			<u>27,904</u>	<u>55,588</u>	<u>125,000</u>	<u>36,761</u>	<u>125,000</u>	<u>134,002</u>
Net Change in Fund Balance			95,017	72,694	(5,000)	(29,525)	(5,000)	(14,002)
Fund Balance - Beginning			<u>164,522</u>	<u>259,539</u>			<u>332,233</u>	<u>327,233</u>
Fund Balance - Ending			<u>\$ 259,539</u>	<u>\$ 332,233</u>			<u>\$ 327,233</u>	<u>\$ 313,231</u>