



Tourism Commission MEETING MINUTES

November 19, 2025 - 3:00 PM
Council Chambers
3805 S. Casper Drive

MINUTES

1. CALL TO ORDER

Alderman Horbinski called the meeting to order at 3:00 PM

2. ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE

Deputy City Clerk Megan Godshall took the roll call as follows:

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

Excused:

Staff Present: City Attorney Thomas Schmitzer, Deputy Director of Community Development Nikki Jones, Principal Planner Kelly Wall, Deputy City Clerk Megan Godshall

The Deputy City Clerk confirmed that a quorum was present and that the meeting was properly posted in compliance with open meetings law.

3. APPROVAL OF MINUTES

A. August 13th, 2025 Meeting Minutes

MOTION: Motion to approve

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

4. NEW BUSINESS

A. Memo - Bandwango Termination

B. RAS - Discussion and possible action to amend the 2026 budget.

MOTION: Motion to amend the 2026 Tourism Commission budget to include the transfer of \$10,000 in the budget, bringing the total budget to \$55,000

VOTE: Motion by: Alderperson Horbinski
Second by: Commissioner Rocco
Motion Passed 5-0

C. Discussion on Grant Application
26-01 Education Foundation of New Berlin - Toast to Education: Beer & Wine Tasting Fundraiser

D. Discussion on Grant Application
26-02 Education Foundation of New Berlin - WestPAC Community Concert Series - Season 4

E. Discussion on Grant Application
26-03 New Berlin Heat - New Berlin Summer Heat Girls Fastpitch Tournament

F. Discussion on Grant Application
26-04 New Berlin Heat - New Berlin Heat Spring Classic

James Sturino, W226 S7890 Sunset Glen Court, Big Bend on behalf of the New Berlin Heat, answered questions from Commission members

G. Discussion on Grant Application
26-05 New Berlin Magic - New Berlin Magic Girls Fastpitch Tournament

H. Discussion on Grant Application
26-06 New Berlin Magic - New Berlin Magic Baseball Tournament

I. Discussion on Grant Application
26-07 New Berlin 4th of July Commission - New Berlin 4th of July Festival

J. Discussion on Grant Application
26-08 New Berlin 4th of July Commission - New Berlin 4th of July Parade

K. Discussion on Grant Application
26-09 New Berlin Pumas - Battle in New Berlin Baseball Tournament

L. Discussion on Grant Application
26-10 New Berlin Veterans Memorial Society - New Berlin Veterans Memorial Society Annual Fundraiser

Mary Jane Whitty, 1266 River Park Circle East, Mukwonago on behalf of the New Berlin Veterans Memorial Society, answered questions from Commission members

- M.** Discussion on Grant Application
26-11 New Berlin Junior Woman's Club - Fall Harvest Craft Fair
- N.** Discussion on Grant Application
26-12 New Berlin Fire Department - Flashlight Candy Hunt
- O.** Discussion on Grant Application
26-13 Miss Wisconsin Scholarship Organization - Miss Wisconsin & Miss Wisconsin's Teen 2026 Competitions
- Meghan DeMore, 11508 N. Oak View Court, Mequon on behalf of the Miss Wisconsin Scholarship Organization, answered questions from Commission members
- P.** Discussion on Grant Application
26-14 Miss Wisconsin Scholarship Organization - Miss Wisconsin Crown Camp 2026
- Q.** Discussion on Grant Application
26-15 Miss Wisconsin Scholarship Organization - Miss Wisconsin Night to Ignite 2026
- R.** Discussion on Grant Application
26-16 New Berlin Public Library - 2026 Summer Sounds @ the Library
- S.** Discussion on Grant Application
26-17 New Berlin Public Library - New Berlin Public Library Manhattan Short Film 29th Annual Festival
- T.** Discussion on Grant Application
26-18 New Berlin Public Library - 2nd Annual Dewey-athlon
- U.** Discussion on Grant Application
26-19 New Berlin Recreation - Winterfest 2027
- V.** Discussion on Grant Application
26-20 New Berlin Recreation - Brews & Boos

Katie Roth, Recreation Manager on behalf of New Berlin Recreation Department, answered questions from Commission members

- W.** Discussion on Grant Application
26-21 New Berlin Historical Society - Miss Wisconsin and Beer Garden Open House
- X.** Discussion on Grant Application
26-22 New Berlin Historical Society - Ice Cream Social and Beer Garden Open House
- Y.** Discussion on Grant Application
26-23 New Berlin Historical Society - Historic Day and Beer Garden Open House
- Z.** Discussion on Grant Application
26-24 New Berlin Historical Society - Applefest and Beer Garden Open House
- AA.** Discussion on All Grant Requests and Possible Action on Final 2026 Room Tax Grant Awards

MOTION: Motion to to allot the numbers as discussed as they appear in the chart

VOTE: Motion by: Commissioner Szpara
Second by: Commissioner Anderson
Motion Passed 5-0

5. ADJOURN

MOTION: Motion to adjourn at 3:39 PM

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

**Respectfully Submitted,
Megan Godshall, Deputy City Clerk**

2026 Room Tax Grants

Grant #	Applicant	Event Date	Projected Attendees	Amount Requested	Event Budget	Amount Requested per Organization	Estimated Hotel Stays	Amount Granted
Education Foundation of New Berlin								
26-01	<i>Education Foundation of New Berlin</i> Toast to Education: Beer & Wine Tasting Fundraiser (Julie Cordero)	March 15, 2026	650	\$5,000	\$25,000	\$10,000	10	\$6,000
26-02	<i>Education Foundation of New Berlin</i> WestPAC Community Concert Series - Season 4 (Julie Cordero)	March 7, 2026 / April 10, 2026 / May 15, 2026 / June 27, 2026	1,200	\$5,000	\$32,290		7	
New Berlin Heat								
26-03	<i>New Berlin Heat</i> New Berlin Summer Heat Girls Fastpitch Tournament (James Sturino)	June 5-7, 2026	2,200	\$5,000	\$30,000	\$10,000	168-288	\$7,500
26-04	<i>New Berlin Heat</i> New Berlin Heat Spring Classic (Fred Konovalenko)	May 8-10, 2026	2,400	\$5,000	\$25,000		168-216	
New Berlin Magic								
26-05	<i>New Berlin Magic</i> New Berlin Magic Girls Fastpitch Tournament (John Chidester)	June 19-21, 2026	2,000	\$5,000	\$45,000	\$10,000	50	\$7,500
26-06	<i>New Berlin Magic</i> New Berlin Magic Baseball Tournament (John Chidester)	May 29-31, 2026	4,500	\$5,000	\$50,000			
New Berlin 4th of July Commission								
26-07	<i>New Berlin 4th of July Commission</i> New Berlin 4th of July Festival (Polly Oldenburg)	July 2-4, 2026	88,000	\$5,000	\$186,686	\$10,000	50	\$7,500
26-08	<i>New Berlin 4th of July Commission</i> New Berlin 4th of July Parade (Polly Oldenburg)	July 2-4, 2026	11,000	\$5,000			50	
New Berlin Pumas								
26-09	<i>New Berlin Pumas</i> Battle in New Berlin Baseball Tournament (Cory Powers)	May 15-17, 2026	1,200	\$5,000	\$20,000-25,000	\$5,000	20-30	\$3,750
New Berlin Veterans Memorial Society								
26-10	<i>New Berlin Veterans Memorial Society</i> New Berlin Veterans Memorial Society Annual Fundraiser (Mary Jane Whitty)	October 17, 2026	300-350	\$2,100 <i>(Capped at \$2,080)</i>	\$5,200	\$2,100 <i>(Capped at \$2,080)</i>	10	\$1,000
New Berlin Junior Woman's Club								
26-11	<i>New Berlin Junior Woman's Club</i> Fall Harvest Craft Fair (Karen Hofmeister)	October 17, 2026	1,400	\$1,300	\$3,250	\$1,300	5-10	\$1,300
New Berlin Fire Department								
26-12	<i>New Berlin Fire Department</i> Flashlight Candy Hunt (Deb Gillard)	July 3, 2026	3,000	\$2,400	\$6,000	\$2,400	N/A	\$1,000

Miss Wisconsin Scholarship Organization								
26-13	Miss Wisconsin Scholarship Organization Miss Wisconsin & Miss Wisconsin's Teen 2026 Competitions (Meghan DeMore)	June 14-20, 2026	700	\$5,000	\$116,000	\$7,750	20-30	\$6,700
26-14	Miss Wisconsin Scholarship Organization Miss Wisconsin Crown Camp 2026 (Meghan DeMore)	April 17, 2026	85	\$1,750	\$5,800		31	
26-15	Miss Wisconsin Scholarship Organization Miss Wisconsin Night to Ignite 2026 (Meghan DeMore)	June 16, 2026	115	\$1,000	\$7,000		5-10	
New Berlin Public Library								
26-16	New Berlin Public Library 2026 Summer Sounds @ the Library (Natalie Beacom)	June 10, & 24, 2026 / July 8 & 22, 2026 / August 5 & 19, 2026	250-300	\$1,200	\$3,000	\$1,720	2-5	\$1,000
26-17	New Berlin Public Library New Berlin Public Library Manhattan Short Film 29th Annual Festival (Natalie Beacom)	October 1, 2026	200-300	\$320	\$800		20-25	
26-18	New Berlin Public Library 2nd Annual Dewey-athlon (Natalie Beacom)	September 7, 2026	250	\$200	\$500		20	
New Berlin Recreation								
26-19	New Berlin Recreation Winterfest 2027 (Katie Roth)	January 9, 2027	5,000	\$5,000	\$20,000	\$9,000	10	\$6,250
26-20	New Berlin Recreation Brews & Boos (Katie Roth)	October 19-31, 2026	4,000	\$4,000	\$10,000		10	
New Berlin Historical Society								
26-21	New Berlin Historical Society Miss Wisconsin and Beer Garden Open House (Anne Marquardt)	June 14, 2026	1,000	\$2,588	\$6,470	\$8,032	N/A	\$5,500
26-22	New Berlin Historical Society Ice Cream Social and Beer Garden Open House (Anne Marquardt)	July 12, 2026	1,000	\$1,328	\$3,320		N/A	
26-23	New Berlin Historical Society Historic Day and Beer Garden Open House (Anne Marquardt)	September 13, 2026	1,500	\$2,188	\$5,470		N/A	
26-24	New Berlin Historical Society Applefest and Beer Garden Open House (Anne Marquardt)	October 11, 2026	1,500	\$1,928	\$4,820		N/A	
				Total Funds Requested:			Total Funds Available:	
				\$82,302			\$0	
				Total Funds Requested (Adjusted):				
				\$82,282				