



Tourism Commission Meeting Agenda

September 2, 2026 - 3:00 PM
Council Chambers
3805 S. Casper Drive

Published: 8/27/2026

AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE**
3. **APPROVAL OF MINUTES**
 - A. 06/10/2026 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 Amendment for 2027 Grants
 - F. RAS - 2027 Budget
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 10, 2026 - 3:00 PM
Council Chambers
3805 S. Casper Drive

MINUTES

1. CALL TO ORDER

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

2. ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE

DCD Office Assistant Kailyn Jackowick took the roll call as follows:

Present: Alderperson Horbinski, Commissioner Szpara, Commissioner Rocco, Commissioner Anderson

Excused: Commissioner Tom O'Loughlin

Staff Present: City Attorney Mark Blum, City Clerk Rubina R. Medina, Principal Planner Kelly Wall, Finance Director Matt Uselding

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

3. APPROVAL OF MINUTES

A. 11/19/2025 Meeting Minutes

MOTION: Motion to Approve

VOTE: Motion by: Commissioner Rocco
Second by: Commissioner Anderson
Motion Passed 4-0

4. NEW BUSINESS

A. Update by DCD Staff

Principal Planner Kelly Wall presented an update on current and upcoming events.

- B.** RAS - Discussion and recommendation to the Tourism Commission for approval of the 2027 Room Tax Grant timeline.

MOTION: Motion to Approve

VOTE: Motion by: Commissioner Rocco
Second by: Commissioner Anderson
Motion Passed 4-0

- C.** 2025 Room Tax Update by Finance Director

Finance Director Matt Useling presented an update on the 2025 Room Tax Update and grant schedule.

5. ADJOURN

MOTION: Motion to Adjourn at 3:17PM

VOTE: Motion by: Commissioner Szpara
Second by: Commissioner Anderson
Motion Passed 4-0

Respectfully Submitted,
Kailyn Jackowick, Community Development Office Assistant



REQUESTED ACTION STATEMENT

MEMO TO: Tourism Commission

CC: Alderman Dennis Horbinski, Chairman
Nikki Jones, Deputy Director of Community Development

MEMO FROM: Kelly Wall, Principal Planner

DATE: September 2, 2026

REQUEST: Recommend to the Tourism Commission approval of an amendment to the 2026 budget, as presented, to increase the 2027 Room Tax Grant Program fund by \$5,000.

RATIONALE: Utilize Room Tax funds to generate additional overnight stays.

FISCAL IMPACT: This amendment will have no fiscal impact, as there are excess funds in the Tourism account, as well additional funds that can be reallocated from existing budgeted expenditures, including reductions in marketing and internet expenses.

Approval of this amendment will increase the Room Tax Grant Fund to \$50,000 for the 2027 Grant Cycle.

TOURISM COMMISSION FUND

			ACTUAL	ACTUAL	2025	6 MOS.	ESTIMATED	
			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>



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: September 2, 2026

REQUESTED: Recommend to the Tourism Commission, approval of the 2027 budget, as presented.

The proposed 2027 budget is nearly identical to the 2026 budget. The only proposed change is a \$5,000 increase to the Room Tax Grant, to match the 2027 grant fund amount (2026 budget), pending approval of \$5,000 increase).

RATIONALE: Salary: \$19,452 & Benefits: \$9,706

The total amount allocated to salary and benefits is identical to the cost share ratio approved in previous years – 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 last several years, Enjoy New Berlin has participated in a number of community events. Some annual events include Discover New Berlin (New Berlin Chamber of Commerce), Safety Saturday (New Berlin Public Safety – Police and Fire Departments), Brews and Boos (New Berlin Recreation) and Winterfest (New Berlin Recreation).

In the past, 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.

Supplies: \$5,000

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

Grant Projects: \$50,000

\$50,000 has been allocated for the 2028 Room Tax Grant Program. This is consistent with the amount allocated for 2027 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 2024	ACTUAL 2025	2026 BUDGET	6 MOS. 2026	ESTIMATED TOTAL 2026	2027 PROPOSED
REVENUES								
22210000	40150	Room Tax	<u>128,283</u>	<u>156,940</u>	<u>120,000</u>	<u>11,170</u>	<u>120,000</u>	<u>120,000</u>
22210000	41010	Grants - State	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
		Total Revenues	<u>128,283</u>	<u>156,940</u>	<u>120,000</u>	<u>11,170</u>	<u>120,000</u>	<u>120,000</u>
22210000	50020	Salary	13,683	18,397	19,069	11,097	19,069	19,452
22210000	51020	Benefits	3,917	5,331	5,826	5,504	5,826	9,706
22210000	54010	Repairs & Maintenance						
22210000	54060	Marketing/Events	1,185	1,333	45,607			45,607
22210000	54110	Supplies	310	3,025	5,000	192	5,000	5,000
22210000	52100	Admin Charge to City	1,283	1,569				
22210000	52050	Grant Projects	32,961	29,670	45,000	3,214	55,000	50,000
22210000	54300	Conference/Seminar/Training	783	578	5,000	867	5,000	5,000
22210000	54390	Special Projects	999	1,671				
22210000	54520	Internet Expense	<u>468</u>	<u>12,330</u>	<u>8,500</u>	<u>120</u>	<u>8,500</u>	<u>8,500</u>
		Total Expenditures	<u>55,589</u>	<u>73,904</u>	<u>134,002</u>	<u>20,993</u>	<u>98,395</u>	<u>143,265</u>
		Net Change in Fund Balance	72,694	83,036	(14,002)	(9,824)	21,605	(23,265)
		Fund Balance - Beginning	<u>259,539</u>	<u>332,233</u>			<u>415,269</u>	<u>436,874</u>
		Fund Balance - Ending	<u>\$ 332,233</u>	<u>\$ 415,269</u>			<u>\$ 436,874</u>	<u>\$ 413,609</u>