

Unless specifically noted otherwise, this meeting and all other meetings of this body are open to the public. Proper notice has been posted and given to the media in accordance with Wisconsin Statutes so that citizens may be aware of the time, place and purpose of the meeting.

NEW LONDON TOURISM COMMISSION

Thursday, May 18th 2017

8 a.m. at New London Chamber of Commerce

Minutes

1. Meeting called to order at 8:25am with Hutchison, Kopitzke present & Hibbard through phone conference

2. Motion to approve Agenda by Hutchinson / Hibbard motion carried

3. Motion to approve prior Meeting Minutes by Hutchison / Hibbard motion carried

4. Motion to approve Financials by Hutchison / Hibbard motion carried

5. New Business

a) Funding Requests

i) RTM Tackle: Respond with guidelines email--

I met with the Tourism Commission, and we would like to move forward with a sponsorship with certain guidelines. The committee wants to make sure that we see a return on investment with “heads in beds” as that is what the money is dedicated to serving. I’m sure you know this, but the Tourism funds are made up of room tax only with the understanding that the money will be used to advertise and bring people back to New London hotels/motels. I’ve attached the Wisconsin statute regarding the laws with distributing these funds. The three questions asked all have to be affirmative in order to be eligible for distribution. To ensure that these funds will bring business back to hotels; we have decided that we want RTM to include a survey for guests to fill out.

Details of survey will include questions about visiting New London.

We will be sponsoring a portion of your entry fees in the amount of \$500 under these conditions:

*Advertisement of the New London Chamber Book

*Encourage people to fill out a survey with a chance to “win”. The survey will be short and sweet based around Tourism in New London. The incentives will hopefully draw people in to the area.

I will be supplying Chamber Bucks which promote local shopping. I am reaching out to Brian Rand who owns AmericInn Lodge & Suites to see if he would like to add something from the hotel. I’ve also reached out to John to see if the bait shop will include anything.

6. Old Business-

a) **Discussion of official Tourism Logo, deciding after reviewed by Hibbard**

7. Tabled items

8. Next meeting – Thursday, June 21st at 8 a.m. at the Chamber office

9. Adjourn

Submitted by: April Kopitzke, NL Chamber Executive Director
Tourism Commission Secretary (920) 982-5822

Mission – The New London Tourism Commission serves to promote the New London area and events to attract tourism.

Vision – Tourism in the New London area will be increased through the development of New London’s identity as a destination.