

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, August 16th, 2018

8 a.m. at New London Chamber of Commerce

Attended: Bill Flease, Mike Hibbard, Jennifer Heideman and April Kopitzke

### MINUTES

1. Called to order by Kopitzke
2. Motion to approve Agenda—Approved: Heideman / Hibbard
3. Motion to approve prior Meeting Minutes—Approved: Flease / Hibbard
4. Motion to approve Financials—Approved: Hibbard / Flease
5. New Business
  - a) Funding Requests
    - i) Wheels on Water Street \$1000—Approved: Hibbard / Flease
    - ii) Fall Fest \$1500—Approved: Heideman / Hibbard
      - (1) Kopitzke shared the added expense to both Chamber events due to new banners to simplify the Festival name. The Chamber is not asking for additional money for this.
    - iii) Hwy 45 Billboard ideas
      - (1) Kopitzke shared ideas for the South side of the Billboard purchased by Tourism.
      - (2) Heideman offered to look into a drone photo of the rivers
      - (3) Kopitzke will send the commission photos to review before a decision is made before the next Economic  
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Development meeting August 28.
    - iv) Other (if we get more before meeting)
    - v) Application Guidelines
      - (1) Commission agreed to implement structure with Tourism applications.
        - (a) The Commission will accept Tourism applications on a quarterly basis. January, April, July, October
6. Old Business
7. Tabled items
8. Next meeting – Thursday, in November or December (TBD) 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.