

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, February 20th, 2020

8 a.m. at New London Chamber of Commerce

Members in Attendance: Jennifer Heideman, Mike Hibbard and April Kopitzke

Excused: Jay Patel

MINUTES

1. Call was called to order at 8:03 a.m.

2. Motion to approve Agenda—Motion Carried Heideman / Hibbard

3. Motion to approve prior Meeting Minutes—Motion Carried Hibbard / Heideman

4. Motion to approve 2020 Financials—Motion Carried Hibbard / Heideman

a) Kopitzke reviewed 2019 ending results as compared to 2018

5. New Business

a) Funding Request Applications

i) Motion to approve Women's Wellness Day in the amount of \$1500—Motion Carried Heideman / Hibbard

ii) Motion to approve Wine and Beer Tasting in the amount of \$1000—Motion Carried Hibbard / Heideman

iii) Motion to approve St. Patrick's Day of New London in the amount of \$3500—Motion Carried Heideman / Hibbard

(1) Commission reviewed Shamrock Club's request for \$4484 and denied full pay out, but agreed on last year's grant amount. Heideman inquired if changes were taking place to reflect the increase in advertising, but no information on application reflected an answer to this. Kopitzke reviewed estimated attendance with Chief of Police. Past grants were as follows:

(a) 2015: \$2300

(b) 2016: \$2500

(c) 2017: \$2000

(d) 2018: \$3500

(e) 2019: \$3500

(f) 2020: Requested \$4484, denied and approved \$3500

(i) Commission requested Kopitzke create guidelines that will reflect limits to grant funds along with who may or may not be eligible for grants. Will send over to commission for review. Bring to next meeting for final approval.

b) Discover Wisconsin—Lisa Beck

i) The Tourism Commission reviewed the marketing information. Agreed this would be a great opportunity for New London, but we want to make sure it happens at the right time. The City of New London has announced a complete renovation for downtown area that will take place in two phases over the 2021 and 2022. The Commission would like to invite Lisa Beck to a Tourism meeting to share proposal after the renovations are complete for the 2023 year.

(a) Kopitzke sent above email to Lisa Beck on 2.26.2020

6. Old Business—none at this time

7. Tabled items—none at this time

8. Next meeting – Thursday, TBD at 8 a.m. at the Chamber office

9. Motion to adjourn—Motion carried Heideman / Hibbard

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.