

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, June 18th, 2020

8 a.m. at New London Chamber of Commerce

Members: Jennifer Heideman, Jay Patel, Mike Hibbard and April Kopitzke

Excused: Jennifer Heideman

MINUTES

1. Call to order at 8 a.m.
2. Motion to Approve Agenda—Motion Carried Hibbard / Patel
3. Motion to Approve Prior Meeting Minutes 2/20/20—Motion Carried Hibbard / Patel
4. Motion to review and Approve Financials—Motion Carried Patel / Hibbard
 - a) Review current 2020
 - i) Patel shared next quarter for AmericInn is expected to be down 60% due to COVID-19
5. New Business
 - a) Funding Request Applications
 - i) 2019 Winter Wonderland on the Wolf-Motion to fund \$500-Motion Carried Hibbard / Patel
 - ii) 2020 Concerts at the Chamber-Motion to fund \$850 for 2 concerts-Motion Carried Patel / Hibbard
 - iii) Waupaca County Economic Development Marketing Coop.
 - (1) Tourism Commission has funded project from 2014-2019 \$3,000 per year= \$18,000. Commission discussed if new avenue this project is moving towards fits the mission (Heads in Beds). New program (the purchase of countywide Claritas data/analysis) is more focused on resident recruitment and workforce. 77 live videos on County YouTube channel and only 8 videos of New London. 6 – Business-related 2—Non-profit organizations (Mosquito Hill and NLHS). Commission called out the many videos featured in Waupaca on the Chain of Lakes.
 - (a) -Motion was made by Hibbard and seconded by Patel to fund \$3,000 if WCED Marketing Coop. will consider featuring New London in an updated video as a day trip focusing on rivers, parks and recreational activities. Kopitzke to review with WCED Marketing Coop. and follow up with Commission.
 - ~~iv) Wheels on Water Street~~
 - (1) Motion to move item to September agenda-Motion Carried Kopitzke / Patel
 - ~~v) Fall Fest~~
 - (1) Motion to move item to September agenda-Motion Carried Kopitzke / Patel
 - b) Tourism Request Guidelines
 - i) Review and ~~approve~~
 - (1) Commission agreed to continue reviewing and revisit in September. Kopitzke to made updates discussed. Updates include: Strike “federally recognized 501c (3) organizations only” and replace with non-profit or not-for-profit. Discussion about whether funds should only be used for advertising or other events such as concerts in the park. Create wording that sets guidelines that fit mission statement.
6. Old Business
 - a) None at this time
7. Tabled items
 - a) None at this time
8. Next meeting – Thursday, September 17th at 8 a.m. at the Chamber office
9. Motion to Adjourn—Motion Carried Patel, Hibbard

Respectfully submitted by:

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

The New London room tax use was established to improve the quality of life for its residents, citizens and visitors. The City of New London obtains a rate of 6% of the gross receipts from hotels and motels within city limits. The City of New London deposits 30% for public purposes and the remaining 70% to the New London Tourism Commission as outlined in Ordinance No. 1103. The Tourism Commission is committed to investing these allotted funds back into the community through designated projects and events that will enhance visitor appeal, drive traffic into local gas stations, stores and restaurants and encourage overnight stays at New London-based lodging businesses.