

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, September 16<sup>th</sup>, 2020**

**8 a.m. at New London Chamber of Commerce**

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

**Present: Jennifer Heideman, Mike Hibbard, April Kopitzke and Chad Hoerth**

## **MINUTES**

- 1. Motion was made by Heideman, seconded by Hibbard-Motion carried to start: Meeting was called to order by Kopitzke at 8 a.m.**
- 2. Motion was made by Heideman, seconded by Hibbard-Motion carried to approve Consent Agenda Items**
- 3. Approved Agenda**
- 4. Approved prior Meeting Minutes 6/18/20**
- 5. Approved Financials**
  - a) Review current 2020
- 6. New Business**
  - a) New AirBNB income
    - i) Kopitzke reviewed the unexpected AirBNB income that came in last quarter. Unknown locations, have tried to contact them with no response. A total of \$1183.6 came in from HomeAway.com, Airbnb and Expeida, Inc for room tax
  - b) Funding Request Applications
    - i) Waupaca County Economic Development Marketing Coop. A motion was made by Kopitzke and seconded by Hibbard to fund \$1500 for the 2020 WCED Marketing Coop with the City of New London funding \$1500. This project has moved away from Tourism and focuses more on resident recruitment with data research. The Commission has asked that David Theil join the January 21<sup>st</sup> meeting to review the data research from this project and how it relates to tourism in the New London area.
  - c) A motion was made by Heideman and seconded by Hibbard to approve the final draft of the Tourism Request Guidelines
    - i) Reviewed and approved latest updates which included allowing tourism-driven organizations to apply for funds.
    - ii) Applications to include last year attendance with this year's anticipated attendance.
- 7. Old Business**
- 8. Tabled items**
- 9. Next meeting – Thursday, January 21<sup>st</sup>, 2020 at 8 a.m. at the Chamber office**
- 10. Motion was made by Heideman and seconded by Hibbard, motion carried to Adjourn the meeting.**

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.