

Unless specifically noted otherwise, this meeting and all other meetings of this body are open to the public through zoom. 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, January 21st, 2021

8 a.m. at New London Chamber of Commerce

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

Excused: Jay Patel

This meeting is in person for commissioners or through zoom for the public.

Join Zoom Meeting at the link below

<https://us02web.zoom.us/j/88609787906?pwd=SncwTmxHWW4xTVFoS3pUcXVsNGk3QT09>

Attending: David Thiel, Waupaca County Economic Development Corporation and Bill Zeinert, My Marketing Director

MINUTES

1. Meeting Called to order at 8 a.m. by Kopitzke
2. Welcomed New Tourism Commissioner, Kelly Rickert from Water Street Vintage
2. Motion made by Hibbard, seconded by Heideman to Approve Agenda, motion carried
3. Motion made by Hiedeman, seconded by Hibboard to Approve prior Meeting Minutes 9/17/20, motion carried
4. **Approve Financials**
 - a) Reviewed end of 2020, noted \$10,000 less hotel tax over 2019
5. **New Business**
 - a) Waupaca County Marketing Coop
 - i) Claritas Data Information Updated by Thiel and Zeinert. Commission would like the City of New London to attend the next Tourism meeting to discuss the coop. program going forward. Kopitzke will invite Hoerth to the April 22nd 2021 meeting.
 - b) Kopitzke Reviewed bank fees, eliminated them by changing account type with First State Bank
 - c) Funding Request Applications
 - i) Motion made by Hibbard, seconded by Heideman to approve \$500 for Winter Wonderland on the Wolf-December 5th, 2020
 - ii) Motion made by Heideman, seconded by Rickert to approve \$500 for Wisconsin JCI Senate under the condition the organization provides tourism books and swag bags filled with local coupons for each attendee
 - iii) Others presented after agenda is printed-none at this time
6. **Old Business-none at this time**
7. **Public Comment-none at this time**
8. **Next meeting** – Thursday, April 22nd, 2021 at 8 a.m. at the Chamber office or through zoom
9. **Motion made by Hibbard, seconded by Rickert to Adjourn, motion carried**

Respectfully 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.



Newlondontourism.com