

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, July 15th, 2021

8 a.m. at New London Chamber of Commerce

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

Zoom link: <https://us02web.zoom.us/j/84795354828?pwd=aFppWWE3Z1dWMWZQZlh5VVAxRThRZz09>

In Attendance: Jennifer Heideman, Mike Hibbard, Kelly Rickert, April Kopitzke and Chad Hoerth

MINUTES

1. Meeting was called to order by Kopitzke at 8:05 a.m.
2. A motion was made by Hibbard and seconded by Heideman to approve the agenda as presented, motion carried.
3. A motion was made by Heideman and approved by Hibbard to approved the prior Meeting Minutes 4/22/21 as presented, motion carried.
4. Review Financials as presented
 - a) Commission reviewed hotel tax income YTD and compared to 2019 and 2020.

5. New Business

i) Start Art Project

- (1) Kopitzke shared tourism efforts done at the Chamber. Tourism employee created a landing webpage at newlondontourism.com under “Things to Do” titled “Mural Tour” Page gives background information about the StART Project by the Wolf River Art League. A two-sided, colored rack card was also created including a QR code. When scanned with a smart phone, a link to the Google maps will appear on phone for tourists to utilize. The Chamber will have these cards in the Tourism Center that is left open 24/7 and printed additional cards to house at Mosquito Hill, City Hall, Familiar Grounds and Water Street Vintage.
- (2) A request was sent in by the Wolf River Art League for \$3,000 to cover supplies used for the StART Project. Receipts dating back to March 2021 included a 40’ Straight Boomlift, Gas Scissors Lift and gallons of paint. The Commission unanimously agreed the request did not fit the policy put in place for the Commission. The Commission also agrees that supporting the StART Project in other ways can be done in the future through advertising avenues.

Limitations For Funding Include But Are Not Limited To:

The Tourism Commission recognizes that not every worthwhile project can be funded. Resources are directed to those groups where public support will have the greatest impact. In general, the following are limitations and examples that will not be considered for funding:

- (a) Individuals
- (b) Organizations that influence, promote, or support political candidates or political philosophies
- (c) Travel outside of New London
- (d) For-profit organizations
- (e) Budget deficits incurred prior to application
- (f) Endowments
- (g) Purchase of permanent equipment
- (h) Support for municipal program dedications
- (i) Total advertising amount
- (j) Requests that exceed \$3,000
- (k) Funds must be used by the organization applicant and / or for the advertising purposes of the event. Applicant may not pass funding on to a secondary organization.

ii) Concerts at the Chamber

- (1) A motion was made by Hibbard and seconded by Heideman to honor the \$500 request for Concerts. Kopitzke shared that Tourism Commission paid \$3200 in 2018 for 6 concerts. This year, we were able to partner with the Shamrock Club of New Dublin to take on one band. Kopitzke also asked after 10 years of bringing concerts to the public for free and outdoor music, where would the commission like to see the concerts go next year. Ideas included partnering with Wheels on Water St to incorporate a band. Have one night with 2 bands for the community. Move concerts to the Stilen gazebo next to the

Waters Supper Club. Also partnering with the City of New London to offer a band during the fireworks show in Hatten Park.

- iii) **A motion was made by Heideman and seconded by Hibbard to approve the advertising budget for Wheels on Water St. in the amount of \$1,000—motion was carried**
- iv) **A motion was made by Hibbard and seconded by Heideman to approve the advertising budget for Fall Fest in the amount of \$1500—motion was carried**

6. Old Business-None at this time

7. Public Comment-None at this time. It was noted the Mayor of New London has successfully appointed commissioners for the following term.

8. Next meeting – Thursday, TBD, 2021 at 8 a.m. at the Chamber office or through zoom

9. Motion by Heideman to Adjourn at 9 a.m.

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.

