

## City of Berlin Tourism Commission Minutes

October, 18th 2023

- Meeting called to order at 4:59
- Roll Call: Present were Joel Bruessel, Janet Broesch, Andi Rogers, Mary Kubiak, Michelle Omichinski, and Sue Trampf. Tim Ludolph was also present.
- Public Comment – Dick Schramer
  - Suggestions to group
    - Friend visiting the area was looking for place to stay and Berlin's RV Park is NOT on google map and he ended up staying at Walmart parking lot. Maybe we should have someone go thru the amenities of the city and add to Google.
      - Things to add maybe, kayaking, canoeing, other amenities hiking, farmers market.
      - Suggests getting a professional in to update and get it done
- Motion to approve March minutes by Andi, Sue seconded. All in favor
- Financial reports reviewed – balance \$17,140.37
  - Discussion to use half of balance towards fall applications.
- Motion to hold the application period open for 2 weeks until Midnight October 31st made by Joel, seconded by Janet, 4 in favor, 2 opposed.
  - Joel and Tim are reaching out to candidates to be aware of extension.
  - Request for City to put out a Facebook post about the extension.
- Fall grant applications
  - Sue is leaving the room.
  - Motion to grant the ABC Group \$2000 for their event with notice that for future advertisements to include verbiage to advertise lodging in Berlin made by Andi, seconded by Joel, all in favor.
  - Sue rejoined the meeting
- Group discussion to add language to grant the application for Spring. We want grant applicants to understand the expectation of them to include advertising for/and mention of the lodging choices in Berlin. We currently have 3. Tim will make sure Sara is aware of this request for the next meeting.
- The commission is requesting clarification about what we are able to use our fund for and how much of those funds can be used, how much we need to sit on etc.....
- New Business:
  - What are we doing with Social Media for the City of Berlin – addressing tonight's public comments.
    - Discussion to use future funds for contracting for social media updates/maintenance.
    - Commission members to come up with amenities offered in Berlin for next month.
    - Commission requests that be either obtain the logins for city social medias for updates or learn who/how we can work to have consistent posts made.
- Next meeting set for November 1<sup>st</sup>, 2023 at 5 pm.
- Motion to adjourn by Janet at 6:09 pm, second by Sue. All in favor.