

## City of Berlin Tourism Commission Minutes

April 10th, 2024

- Meeting called to order at 5:04
- Roll Call: Present were Joel Bruessel, Janet Broesch, Andi Rogers, Mary Kubiak, Michelle Omichinski, Sue Trampf Tim Ludolph was also present.
- Public Comments
- Motion to approve March minute Andi, Janet seconded. All in favor
- Financial reports reviewed – \$17,995.97
  - Motion to approve by Joel, seconded by Janet. All in Favor
- Fun on the Fox and Discover US Advertisements – Scott Mundrow
  - Discover Us, GLCVB (recommended as better bang for dollars)
  - Grand River Valley? Markesan, Princeton, Fun on the Fox/Berlin, Welcome to Omro
  - Pricing is per book. FoF – \$100-500, price list coming
  - What to advertise – area in general.....
  - Deadline end of October
- GLVB discussion – think if this as ‘social media’ advertising.. still in development.
- Spring grant applications
  - Review Friends of the Pool application
    - Motion to give \$3000 made by Andi, seconded by Joel. All in favor.
  - Review of July 3<sup>rd</sup> event from ABC Group (Sue was not present)
    - Motion to give \$3000 made by Janet, seconded by Michelle. All in favor.
  - Review of BFAM Application. (no minutes cuz the secretary had to leave room)
    - Motion to give \$3000 made by Janet, Seconded by Michelle. All in favor.
- Year end report is needed, Tim Ludolf will look for last one so it can be adjusted. Mary will review and present to council. Joel motions we send this year end report to Common Council by required date, Sue seconds. All in Favor.
- Old business
  - Review app language changes
    - Tim made notes to reflect discussed changes, and the commission would like to review at the next meeting.
- New Business:
  - Dates for Fall session
    - September 30<sup>th</sup> closing date. Tim will update
  - Fall application review Oct 9<sup>th</sup>
- Next meeting set for September 11<sup>th</sup> 2024 at 5 pm.
- Motion to adjourn by Janet at 6:24pm, second by Michelle. All in favor.