

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, May 16, 2013**

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

## **MINUTES**

- 1. Meeting was called to order at 8 a.m. with Beth Hutchison, Mike Hibbard and Laurie Shaw present**
- 2. Approve Agenda – motion Hutchison / Hibbard, carried**
- 3. Approve March, 2013 Meeting Minutes – motion Hutchison / Shaw, carried**
- 4. Financials – motion Hutchison / Hibbard to approve as presented, carried**
- 5. New Business**
  - a) Funding Requests
    - i) New London Parks & Rec Fireworks – **motion Hutchison / Hibbard to approve \$1000, carried**
    - ii) Warrior Princess Mud Run – **motion Hutchison / Shaw to approve \$1000, carried**
- 6. Funding Payouts**
  - a) Shamrock Club of New Dublin - \$2500
  - b) Wolf River Sturgeon Shuffle – waiting on paperwork from new director
- 7. Concert in the Park**
  - a) Thursday, June 20<sup>th</sup> – Taxi (Tom Spillman, Jon Vanderheyden and group – classic rock)
  - b) Thursday, July 18<sup>th</sup> – 50 % Folk (Dean Sauers and group)
  - c) Thursday, August 15<sup>th</sup> –
    - i) **Additional Concerts** – Shamrock Club, Neenah Ambassadors and UCC Praise Band all like to play and have show. Should we add more concerts? Last year we added a concert in August and had a total of four dates
    - ii) **Add Art Walk the nights of the concerts** – talked to Art League about 3 dates. Would set up art work in store fronts or windows (phantom gallery) and encourage people to “walk” the downtown to see the art. I can arrange, can we afford some advertising; banners or small ads in the paper to promote it? It would be tied into the CIP’s. We can also add webpage about event and do our other advertising; e-mail, grocery bag stuffers and word of mouth. Adding this might bring more people out????
    - iii) **Motion Hutchison / Hibbard to approve adding 3 additional dates (total of 5) and to approve up to \$300 for advertising Art Walk tie in, carried**
- 8. Tabled items**
- 9. Next meeting – Thursday, June 20<sup>th</sup> at 8 a.m. at the Chamber office**
- 10. Adjourn**

Submitted by: Laurie Shaw, 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.