

Please note: Minutes are unofficial until approved by the Special Projects Commission at the next regularly scheduled meeting.

**MINUTES
SPECIAL PROJECTS COMMISSION
January 25, 2011**

The Special Projects Commission meeting was called to order by Mr. Simonson at 3:00 P.M.

In attendance was Jim Simonson, Citizen Member; John Rocco Citizen Member, Tom O'Loughlin, Hotel Representative; Joyce Boehlen, Citizen Member. Also present was Amy Bennett, Associate Planner; Debra Golla, Recording Secretary. Mary Claire Lanser was excused

Motion by Mr. Rocco to approve the March 31, 2010 Special Projects Commission minutes. Seconded by Mr. O'Loughlin. Motion carried unanimously.

NEW BUSINESS

1. Discussion and Review of Small Grants Project Materials

- **Applicant 11-01 – New Berlin Fourth of July Commission - \$10,000 Grant Request**

Cheryl Schober, representative for the New Berlin Fourth of July Commission was present. Grant money would help to fund the 2011 New Berlin Fourth of July celebration. Tom O'Loughlin, hotel representative, said no tracking is done and no measurable success was noted by the hotels in 2010 as a result of the celebration; however, exposure is created and overnight stays may be generated for the hotels by this event.

Motion by Mr. Rocco to accept this application for \$10,000 grant for 2011. Seconded by Mr. O'Loughlin. Motion carried unanimously with Ms. Lanser giving her approval through an e-mail.

- **Applicant 11-02 – New Berlin Junior Woman's Club - \$10,000 Grant Request**

Ms. Julie Hoffmann, Treasurer of the New Berlin Junior Woman's Club was contacted by telephone during the meeting to answer questions the Commission had primarily pertaining to the operating budget and financial summary submitted by the applicant. Grant money would help to fund the 2011 New Berlin National Dash run/walk. Tom O'Loughlin, hotel representative, said no tracking is done and no measurable success was noted by the hotels in 2010 as a result of the run/walk; however, exposure is created through advertising such as names of the hotels on the runners T-shirts, and overnight stays may be generated for the hotels by this event.

Motion by Mr. Rocco to accept this application for \$10,000 grant for 2011. Seconded by Ms. Boehlen. Motion carried unanimously with Ms. Lanser giving here approval through an e-mail.

- **Applicant 11-03 – Prospect Lions Club, Inc. - \$10,000 Grant Request**

John Zinno, representative for the Prospect Lions Club, Inc., was present. Grant money would help to fund the New Berlin Christmas Parade. Tom O'Loughlin, hotel representative said no tracking is done and no measurable success was noted by the hotels in 2010 as a result of the Christmas parade; however, exposure is created for the hotels through parade

advertising and representation by a float in the parade. Overnight stays may be generated for the hotels by this event.

Motion by Mr. O'Loughlin to accept this application for \$10,000 grant for 2011. Seconded by Ms. Boehlen. Motion carried unanimously with Ms. Lanser giving here approval through an e-mail.

- **Applicant 11-04 – New Berlin Land Conservancy - \$2,000 Grant Request**

Mary Hiebl, representative for New Berlin Land Conservancy was present. Grant money would help to fund the goal of this educational program to promote the preservation and land conservancy in the western part of New Berlin. Ms. Hiebl explained one of the goals of the organization is to have a Speakers Bureau which would draw people from different counties with New Berlin as their destination possibly creating overnight stays in the City.

Mr. O'Loughlin said the events described by Ms. Hiebl need to be stipulated and do not meet room night requirements. Provisions need to be made to indicate how the money will be spend to show it is actually furthering New Berlin as a tourist place and creating hotel stays.

Motion by Mr. Rocco to deny this application for \$2,000 grant for 2011 based on lack of meeting hotel room night requirements. Seconded by Mr. O'Loughlin. Motion carried unanimously with Ms. Lanser indicating opposition through an e-mail.

Motion by Mr. O'Loughlin to reopen applications for 2011 with a March 15, 2011 submission deadline. Seconded by Ms. Boehlen. Motion carried unanimously.

ADJOURN

Motion by Mr. O'Loughlin to adjourn the Special Projects Commission at 3:58 P.M. Seconded by Mr. Rocco. Motion carried unanimously.