

Tourism Commission Meeting
Monday, January 8, 2018
8:30am

Attendees: Kristie Busch, Ken Gehl, 5th District Alderman, Kim Jankowski, Jim Ruetz, Clint Wills

Others in Attendance: Daniel Bukiewicz, Mayor, City of Oak Creek, Leslie Flynn, Communications Coordinator, City of Oak Creek, Shamire Goodwin II, WISN-12, Ted Johnson, Director Streets, Parks, and Forestry, City of Oak Creek, Kristin Kowaleski, Destination Marketing Specialist, City of Oak Creek, Catherine Roeske, City Clerk, City of Oak Creek, Cory Savage, Savage Solutions, Doug Seymour, Director of Community Development, City of Oak Creek, Barbara Wesener, Executive Director, South Suburban Chamber of Commerce

1. **Call to order and roll call** – President Clint Wills called the meeting to order at 8:32am.
2. **Approval of minutes of December 11, 2017 meeting minutes** – Commissioner Jim Ruetz made a motion to approve the minutes of the December 11, 2017 Tourism Commission meeting. Alderman Ken Gehl seconded the motion. All voted in favor of approving the minutes as submitted.
3. **2018 Oak Creek Winter Festival Update** – Kristin Kowaleski, Destination Marketing Specialist, presented information on the 10am – 4pm Saturday, February 17, 2018 Oak Creek Winter Festival. The festival is going to contain indoor activities that include two face painters, the costumed characters Elsa and Anna from the movie Frozen, kids' crafts in the Library's Story Time Room, kids games including table-top curling boards, coloring and tic tac toe, and a Winter Market in the Multi-Purpose Room. Door prizes with values of at least \$25 will be donated by the vendors in the Market. Attendees can fill out an entry form to try and win them. The vendors include Lampe Farms Honey, Wickedly Wholesome Cookies, Mark's Secret Stuff Salsas, Dave's Pickles and Peppers, Kricketts Art, Tabal Chocolate, Soap & Sensibility, Mentoring Garden Gourmet Granola, and Apple Holler. The inside vendors will be selling packaged products. Open drinks and prepared food will be served outdoors and will include Pops Kettle Corn, the Chocolate Factory for sandwiches, and Valentine Coffee serving beer and wine. There will also be food trucks from Gouda Girls and Double B's BBQ. Waterstone Bank and Connect Cell will help sponsor the event. Outdoor activities will also include two ice sculpture demos in the square and two on Main Street. There will also be music outdoors. Kristin is still working on obtaining the Wisconsin Malamute Dog Sled Team and mascot appearances by Roscoe from the Milwaukee Admirals, Bango and Hoop Troop from the Milwaukee Bucks, and Pounce from the UWM Panthers. The Bucks told Kristin to apply online closer to the end of January to determine whether Bango was available on February 17th. Kristin said she would check to see if there was a Bucks game scheduled for that date.

Doug Seymour, Director of Community Development, was concerned about whether there would be enough activities to fill the six hour festival. He suggested a Chili Cook-Off between several city departments – Streets vs. City Hall and Police vs. Fire Department. Mayor Bukiewicz suggested adding South Milwaukee and/or Franklin Police and/or Fire Departments to the chili contest. Commissioner Kim Jankowski wondered if the Tourism Commission should pay for chili ingredients and was concerned whether an approved kitchen was needed for this type of event. The consensus was that Tourism would not pay for ingredients and that if the chili was prepared offsite and given away free, rather than sold, that an approved kitchen was not needed. Kim also wondered if a warming tent should be added outside, but other Commissioners said that people could head inside if they needed to warm up. She wondered if a nature walk through the conservancy could be added to the Winter Festival. Kristin mentioned the possibility that the Library might be able to play the Disney movie Frozen throughout the day, but indicated that Jill Lininger had mentioned there were problems setting up the movie to replay several times.

Alderman Ken Gehl inquired about the marketing plan for the Winter Festival. Kristin told Ken that they were planning on distributing banner signs and posters throughout Oak Creek, especially targeting office moms. Ken recommended using any available Recreation Department mailing lists for potential mail marketing efforts. Kim Jankowski recommended adding a social media blast through the Oak Creek-Franklin School District. Another possible marketing option cited by Kristin was to add a sticker advertising the Winter Festival to coffee sleeves at coffee shops around Drexel Town Square. Doug Seymour suggested adding some Valentine flair to the Winter Festival activities and decorations. Ken Gehl recommended that Kristin Kowaleski meet with Jill Lininger to create a back-up plan in case the weather is extremely severe on the day of the festival. Kristin noted that the ice sculptors have sculpted outdoors to -10 degrees at past events and do not foresee a problem. Alderman Gehl asked if the Malamute team would be giving rides to attendees if they are able to appear at the festival. Kristin said they would be giving demos, but not offering rides to attendees. Cory asked the Commissioners to send in any additional ideas or recommendations for the Winter Festival by January 12th.

Ted Johnson, Director of Streets, Parks and Forestry, said that his department should have no problem setting up on the Friday before the Festival, including closing small street portions in DTS. He felt they should be able to work around any potential winter storms. Commissioners asked Kristin to include mention of the availability of additional parking in the Froedtert parking garage in all marketing for the upcoming event. Commissioner Jankowski asked if there were any rules about who would have to clean up the garage, if necessary, after our events. Doug Seymour said that there was not any specific language in the contract about who is responsible. The Commissioners also discussed the need for signage in Drexel Town Square to direct event attendees to additional available parking at Froedtert, since this parking is not obvious or close. The City Clerk suggested creating a set of signs for each event to be used annually for this purpose in for DTS events. Doug Seymour said he could work on these along with his work on his Drexel Town Square wayfinding signs project. Mayor Bukiewicz instructed Kristin to contact Town Place Suites by Marriott to see if Winter Festival attendees could use their parking lot on February 17th.

4. Discussion and action on the 99.1 Winter Festival radio remote – Kristin Kowaleski presented a potential radio remote marketing option for the Winter Festival. The \$3500 **99.1 The Mix** Appearance Event Package would include four hours of live remote feed during the festival from the middle of Drexel Town Square, with two different deejays for two hours each. The feed would run from noon to 4pm during the fest. A promo team would also be in attendance to greet listeners and hand out station prizes. They would post station banners in DTS to create on-site visibility for our Winter Festival. Our event would be advertised as a listing/link on the events page of 991themix.com. There would be four 60 second call-ins on-air during the broadcast to drive traffic to our Winter Festival. In addition, the package would provide fifteen 15 second commercials on-air Monday through Sunday 6am – 12am. Kristin explained that she had spent approximately \$10,000 of the \$15,000 budgeted for the Winter Festival so far, so \$5000 was still available.

Cory Savage, Savage Solutions said he liked live feed marketing for these types of events. He recommended adding some Oak Creek Tourism Commission giveaways to the station giveaways that were included in the appearance package. Alderman Ken Gehl said that the marketing focus needs to be on the Oak Creek Winter Festival and Drexel Town Square if we decide to purchase the package. Commissioner Gehl asked Shamire Goodwin II from WISN-12 if he could possibly get the weather camera to show a live feed of the Winter Festival as it was occurring. Shamire said he would do his best to work it out. Commissioner Kim Jankowski wondered if we had enough activities to blast on the radio right now to make the marketing package worthwhile. After further discussion, Commissioner Jankowski made a motion to approve the **99.1 The Mix** Appearance Event Package for \$3500. Commissioner Kristie Busch seconded the motion. All Commissioners voted in favor of signing the contract with The Mix.

5. Discussion and action on the 2018 Farmers Market Subcommittee – Kristin explained that the Tourism Commission had received responses from 10 farmers on the initial mailing of 2018 Farmers Market marketing information. Although they had shown interest in becoming vendors, most of the farmers still had additional specific questions about our market. In order to be able to answer these questions, the loosely formed farmers market creation committee consisting of City of Oak Creek employees Kristin Kowaleski, Catherine Roeske, and Leslie Flynn and Lauren and Cory from Savage Solutions believed it was time to create a formal Farmers Market Subcommittee of the Tourism Commission to design, promote, and manage the City of Oak Creek Farmers Market. Kristin wrote a formal recommendation for submittal to the Commission for this purpose. The document explained that the City of Oak Creek is developing a community Farmers Market with the goals of providing a venue for farmers to sell their farm products directly to consumers, creating access to fresh, healthy and locally grown foods to consumers, and providing health, nutrition and economic benefit to the community. She recommended that the Subcommittee be composed of five voting members including three citizen members, one market vendor representative and one Oak Creek business owner or designee. The Destination Marketing Specialist would act as advisory to the subcommittee without authority to vote. The powers and duties of the Subcommittee were proposed to include creation and review of criteria for vendor eligibility, determine market rules, and advertise the market through promotions and outreach planning. The Subcommittee would work with the Tourism Commission to coordinate marketing efforts. They would also work with the Streets Department as their support will be needed. Fiscal impact of the proposal is expected to be that funding would come from the Tourism budget, with additional funding generated through space rentals and sponsorships.

Commissioner Gehl felt that Kristin should compose a letter to Dawn Carrillo by January 12th to officially ask if she would be interested in leading this Farmers Market Subcommittee. He felt the letter should come from the Tourism Commission and be signed by President Clint Wills. He recommended having Dawn at the next Tourism Commission meeting on February 12th if she agreed to lead the Subcommittee. Mayor Bukiewicz agreed the Subcommittee needed at least 4-5 members to share the responsibilities and that the letter must include the amount of any stipend. Kim offered to work with Kristin on the letter to Dawn Carrillo, as well as meet with her before the Tuesday, January 9, 2018 Plan Commission meeting with the Mayor. Mayor Bukiewicz agreed to set up the meeting with Dawn. Kristin will email the letter to Dawn Carrillo and Kim will hand deliver a paper copy of same.

The Commissioners went on to discuss the amount to offer Dawn Carrillo for leading the Subcommittee and what to pay others involved in the Farmers Market. Jim Reutz noted that if workers were paid less than \$600 per year they would not have to receive a 1099 form at year's end and could be treated as vendors rather than employees. Catherine said that any employee receiving a check from the City of Oak Creek would automatically be sent a 1099 form. She envisioned the Farmers Market workers as being similar to the city's poll workers who are categorized as seasonal part-time employees. All would be required to undergo a background check in order to protect the Oak Creek brand. The Commissioners agreed with the need for a decision maker onsite every week of the farmers market and felt it would be important to have a team to share the responsibilities over the 20 week season. That way if there was some attrition, there would still be individuals ready to lead.

Further discussion ensued regarding how to pay Subcommittee members as well as "volunteers" at the farmers market each Saturday for 20 weeks. Catherine suggested a \$10/hour payment or \$60 for each Saturday worked. She said that the market will probably need paid workers as well as unpaid volunteers to be successful. The City Clerk recommended a scenario where two to three Subcommittee members would be paid each Saturday to lead a group of unpaid volunteers. Mayor Bukiewicz suggested evenly splitting the \$6600 budgeted for an intern in the 2018 Tourism budget between an intern for Kristin and a Streets Department intern to help with setup for each market. However it was pointed out that \$10,000 was already budgeted for interdepartmental charges to reflect Streets Dept. salary and equipment costs generated by Tourism events. The amount Tourism has budgeted for Farmers Market expenses is \$12,000, with expected revenues from vendor space rentals of \$9600. Catherine mentioned that the Waukesha and West Allis farmers markets use paid workers along with regular volunteers that receive \$50 gift cards that can be used to buy merchandise at the weekly farmers markets. She explained her recommendation further, suggesting that Subcommittee members be paid while also being required to be present on several Saturdays of the Market season. The Subcommittee would be expected to recruit about a dozen unpaid volunteers to assist during the 20 week farmers' market season. The Commissioners decided that an amount needed to be decided upon for the lead position being offered to Dawn Carrillo before sending her the letter. The Tourism Commissioners thought \$30-35 per hour or \$3500-4200 annually would be a good range. Commissioner Jankowski recommended \$30 per hour or about \$3500 for the first market year.

Kim Jankowski made a motion to offer Dawn Carrillo \$3500 for oversight of the Farmers Market Subcommittee of the Tourism Commission for one year, amount to be revisited in year two. Commissioner Jim Ruetz seconded her motion. All voted in favor of the motion.

After the motion passed, the Commissioners decided it would be best to work with Dawn, assuming she comes onboard, to determine the formula for paying subcommittee members, either by event or by hour. They also said they would defer to her in deciding how many of the Subcommittee members she needed to attend each Saturday to supervise the market. There might be more needed at first and less late in the season. Mayor Bukiewicz recommended adding an agenda item to the February 12th Tourism Meeting to add a line item for Dawn's \$3500 stipend to the budget. Cory Savage emphasized that we are two months behind on marketing the new Oak Creek Farmers Market and we cannot lose another 30 days in trying to gain additional farmers for the market.

- 6. Informational – 2018 Beer Gardens – Mayor Dan** - Mayor Dan Bukiewicz gave a presentation on his vision for the future of beer gardens in Oak Creek. He said that he would like to coordinate more with Kristin on the planning of any future beer gardens. He believes that the City of Oak Creek needs a long term vision on these events. The Mayor explained that his vision includes transfer of event programming for beer gardens and any associated revenues to gradually be moved to the Parks and Recreation Departments. Mayor Dan believes that the city is already approximately three years behind on developing a beer garden compared to other nearby communities. He felt the profits from any future beer gardens should be kept in a separate fund as seed money to allow for construction of a permanent beer garden structure. He foresees the Tourism Commission organizing the events for the next year or two before it switches entirely to Parks and Rec. The Mayor felt we could struggle along with tents and city volunteers for a while before any permanent structure was required. He expressed his opinion that there should be several vendors at each beer garden rather than getting tied into just one brewery vendor. The Mayor and the City Clerk were especially interested in a brewery called the Explorium Brewpub, located inside Southridge, which is able to provide trailers as well as staff and food items at a beer garden and is willing to serve beers from other breweries as well. The Mayor felt that the City should not get into the business of being a food or beer vendor.

Mayor Bukiewicz said that he and Pete Wagner and Kari Papelbon from the Department of Community Development and Kristin had begun working on this permanent beer garden proposal. They see the Tourism Commission running the beer gardens for 2-3 years while profits are accruing, at which time a permanent structure could be built if it was still considered to be economically feasible. Determination would have to be made whether the structure should be designed as an event space or more specifically a beer garden. The possibility of corporate sponsorships would also have to be considered for the beer garden events. The Commissioners asked who would be responsible for marketing a permanent beer garden in the future when it was being run by the Rec Department. Cory Savage of Savage Solutions said that the 2018 Beer Gardens will be great for obtaining visuals for the Discover Wisconsin marketing plan that runs through 2020, helping ensure the success of future beer gardens. The Mayor said that his vision of the Tourism Commission leaned more towards promoting Oak Creek events rather than actually running the events. He questioned whether additional revenues or profits from the events needed to remain with the Tourism Commission.

The Mayor emphasized the City's need for another means to get the permanent beer garden/event facility done via the Tourism Commission temporary beer gardens in order to leverage the park system's potential. When discussion arose as to where to locate a permanent beer garden, the Mayor felt that Abendschein Park was a better choice than Lake Vista Park. He felt that Lake Vista is too out of the way to make a beer garden successful at this time. According to the Mayor, due to weak attendance at the 2017 Sprecher Beer Garden held at Bender Park, there probably will not be another

one at that location. Abendschein on the other hand is centrally located and has a good amount of parking available, with potential space for more parking lots as needed. In the meantime added signage could be added pointing to additional parking near the skate park. The Mayor also suggested adding a little playground closer to the beer garden site to make it more family friendly. He recommended adding the beer garden concept and associated ideas to the Abendschein Master Plan this year. Pete Wagner and Kari Papelbon from Planning have been working on the Master Plan for three years.

The Mayor also recommended that the City continue working with the League of Craft Brewers to investigate their possible participation at a permanent beer garden. He thought that the City could potentially work with the League for the first two years of a permanent beer garden, offering a five year contract if that partnership went well or switching to a different brewer if it did not. He did not rule out the possibility that beer gardens might go out of fashion in the next few years, so suggested proceeding with caution. Mayor Bukiewicz voiced concern on the use of food trucks for future beer gardens. He felt the contracts with them were too loose, since the trucks seem to leave the event if business is not brisk enough. Mayor Dan also wondered whether we share in Food Truck profits. He felt that it might be great to add a Pig Roast to the each of the two 2018 Tourism beer garden events to make food choices more stable. Some of the Commissioners reminded the Mayor that Sprecher Brewery and Explorium Brewpub would also be able to offer food choices if they were contracted as one of the brewers at the 2018 events.

Mayor Bukiewicz presented another idea for future Tourism events in Drexel Town Square. The proposed diversity event would be akin to an outdoor folk fair. The name Mayor Dan suggested was C-A-F-E which stands for Culture – Art – Food – Entertainment. He thought Sunday mornings would be a good time for the events. The concept would be to attain different cultural groups each time to lead the event, setting up pop-up tents for displays on culture, ethnic foods, dance performances, and cultural history. He compared it to a mini-Epcot setting. Catherine said that her and Leslie Flynn could set up a tent for Census taking at this type of event and contact the Oak Creek Historical Society to participate as well. Catherine thought the C-A-F-E events could also be added to some Farmers Markets. She said the new event sounded similar to South Milwaukee Heritage Days. Mayor Bukiewicz thought that this series of events could be started in 2018 and asked Kristin to add discussion of this to the February Tourism Agenda.

- 7. South Suburban Chamber of Commerce update** - Barb Wesener updated the Commission on South Suburban Chamber of Commerce activities. The next event is scheduled at MATC Oak Creek Campus for Wednesday, January 31, 2018, as a collaboration between the SSCC, MATC and area manufacturers to discuss employee preparedness in the wake of FOXCONN coming to southeast Wisconsin. This is a free event offered by invitation only to area manufacturing companies. The Tourism Commission is paying for breakfast for the participants. Barb was able to get Clint Wills on the agenda for the meeting. Presentations will also be given by members of the Franklin Business Park and Granville Business Improvement District regarding training programs for present and future employees. The Lieutenant Governor, Rebecca Kleefisch has also been invited and is expected to attend. Barb noted that the next scheduled event for the SSCC is their Annual Awards Dinner 2018 on February 15th at the Crowne Plaza Hotel 5-9pm. Tim Sheehy, President of Metropolitan Milwaukee Association of Commerce will be the guest speaker. His speech will be "Global Economy & How We Fit-11 miles from FOXCONN".

8. Discussion on OCFE Art in the Park Sponsorship - Commissioner Kim Jankowski brought a written request before the Tourism Commission asking for a \$5000 sponsorship of the Saturday, May 27, 2018 Art in the Park event organized by the Oak Creek-Franklin Foundation for Education. This would be a presenting sponsorship which would include a promotional exhibit area at the event, advertising by print, social media, and acknowledgement on WTMJ-620, promotions on school district communications, and on-site stage signage and recognition of the Tourism Commission. Funds raised from this event are used to support Fine Arts programming in the Oak Creek-Franklin Joint School District. OFFCE is a 501(c)3 entity in good standing with the IRS filing with tax exempt status. Currently US Bank is sponsoring the event at the gold level with \$1000. The Oak Creek Lions are also sponsors, donating all food receipts to the Foundation. Ten percent of all food truck sales will be donated to the Foundation as well. Vendors will be charged \$50 each for their table spaces.

Kim explained that they are trying to turn this into a 2-day event. This is not possible yet for 2018, but the Tourism sponsorship, she believes would help to grow it into an overnight event. Doug Seymour asked if the \$5000 donation request was an all or nothing proposition. Kim said no, that it was simply a suggested amount. Doug said that it is important to have parameters for these types of requests to the Tourism Commission, so that they include definite links to increased Tourism in Oak Creek.

Commissioner Ken Gehl said that the event has potential to do this if it becomes a two day event. He asked if the Tourism Commission could get a listing from Jim Potter, the OFFCE Treasurer, of where all their profits go. Commissioners discussed how a person could ever know or calculate the value of promoting an event. Cory Savage told the Commission that there actually is business software that can calculate EYESON impressions based on foot traffic at events. The decision on how much to sponsor the Art in the Park event was tabled until the February meeting to allow for Cory to study the value of the sponsorship and give his input. Any donation or sponsorship of this kind would come from the Event Programming Budget.

9. Adjournment - Commissioner Ruetz made a motion to adjourn the meeting. Alderman Gehl seconded the motion. All voted in favor and the meeting was adjourned at 10:02AM.

ATTEST:



Kristin Kowaleski, Destination Marketing Specialist

2/13/18

Date