

Tourism Commission Meeting
Monday, April 9, 2018
8:30am

Attendees: Kristie Busch, Ken Gehl, 5th District Alderman, City of Oak Creek, Kim Jankowski, Clint Wills

Also in Attendance: Mayor Dan Bukiewicz, City of Oak Creek, Dawn Carrillo, Manager, City of Oak Creek Farmers Market, Shamire Goodwin II, Account Executive, WISN 12, Ted Johnson, Director of Public Works, City of Oak Creek, Lt. Randall Knitter, Oak Creek Police Department, Kristin Kowaleski, Destination Marketing Specialist, City of Oak Creek, Michael Kressuk, Asst. Fire Chief, City of Oak Creek Fire Department, Catherine Roeske, City Clerk, City of Oak Creek, Cory Savage, Savage Solutions, Becky Schermer, Director of Human Resources, City of Oak Creek, Doug Seymour, Director of Community Development, City of Oak Creek, Andrew Vickers, City Administrator, City of Oak Creek, Barbara Wesener, Executive Director, South Suburban Chamber of Commerce, Lauren Wieloch, Savage Solutions

1. **Welcome/Call to order** – Clint Wills called the meeting to order at 8:34am.
2. **Approval of minutes of March 12, 2018 minutes** – Commissioner Kim Jankowski made a motion to approve the minutes as submitted from the March 12, 2018 Tourism Commission meeting. Commissioner Kristie Busch seconded the motion. All commissioners voted in favor and the motion carried.
3. **Discussion and action on the Oak Creek Farmer's Market and Drexel Town Square layout** – Dawn Carrillo, new Oak Creek Farmers Market Manager, presented a report to update the Tourism Commission on the Subcommittee's activities. She noted that 25 vendors had been accepted for this year's market. In addition the Subcommittee had been working to fill one vendor space per week for non-profit vendors, such as the Legion/Lions, City of Oak Creek Library, and Oak Creek Fire Fighters Burn Camp fundraiser. The non-profit vendors are not allowed to promote politics or religion. Each of the 20 weeks of the market will include a fundraising opportunity for Oak Creek children's organizations. The organizations will purchase bottled water, sell it, and take any proceeds for their organizations. Each Saturday market is also expected to include three craft/artist vendors that will provide activities for children. Craft vendors will be charged \$40 per market. Subcommittee member Dave Pinehold of Pinehold Gardens has expressed great enthusiasm for the number and types of vendors the Oak Creek Farmers Market has been able to procure so far. The only category missing right now is cheese vendors, which he feels will likely come later as the market becomes established. Dawn agreed that the Market was in really great shape right now, with farmers already getting ready to plant extra acreage just to be a part of Oak Creek's new market.

Dawn explained that all vendors had received mailed packets including rules of the Farmers Market. Food vendors have also received additional rules that are applicable to those involved in food sales. All participating vendors are required to return a signed copy of the agreement for our files. The forms were

approved by the Oak Creek City Attorney. All contracts and documents will be saved as Google docs. The Farmers Market Subcommittee is also requiring vendors to market through advertising/social media to their clients as well as reporting weekly sales. This will help the Subcommittee determine the economic impact of the farmers market.

The Subcommittee has been working on several marketing projects, including creation of a postcard to be used at events and placed in common areas throughout the City. One thousand have been printed so far. Twelve wooden farmer's boxes with a silk-screened logo have also been purchased to aid in marketing. Subcommittee member Derek Mlaker is very savvy in social media marketing and will be coordinating with Kristin Kowaleski and Leslie Flynn to provide content to Savage Solutions for the Farmer's Market media campaign. Derek is also working with Savage Solutions to develop an Instagram presence for Oak Creek events. The Subcommittee plans on promoting the market by co-sponsoring a float for the 2018 Oak Creek 4th of July parade with the Lions Club. It will include a truck with the band "Up All Night" playing along the parade route. Tourism Committee members offered Tourism funds to pay for candy for the float to hand out during the parade. They were also considering ordering an additional 1000 magnets listing Oak Creek special events for 2018 to hand out at the parade. One thousand magnets are already being ordered for the IKEA opening day event welcome bags.

Mayor Bukiewicz asked how many vendors were from the City of Oak Creek. Dawn said that at this time it was only Pinehold Gardens for vegetables and Lampe Farms for honey that would be participating every week. She did note, however, that there are three craft vendors that will be participating from Oak Creek. Alderman Ken Gehl asked if any Oak Creek vendors had been declined and Dawn said no. She contacted several Oak Creek greenhouses, but received possible interest only from Tehan for corn later in the summer. Dawn also is reaching out to additional flower growers to determine interest in joining the market. Dawn said she would be happy to contact anyone else the Commission members feel might be interested in joining the farmers market. Commissioners recommended reaching out on social media to increase Oak Creek participation.

Dawn and the rest of the Tourism Commission Farmers Market Subcommittee have also been working on obtaining entertainment for every Saturday Farmers Market from 11am to 1pm. They have budgeted \$150 per week for music. They are also working on developing a cooking show in cooperation with Milwaukee Area Technical College. MATC's participation will be limited to Chef Evens preparing content for the cooking show, due to lack of college staffing during the summer. Evens will invite local restaurant chefs to host a one hour, videotaped presentation showing how to cook a healthy recipe using ingredients that are currently being sold at each Farmers Market. The Commission proposed using chefs from other restaurants in Oak Creek (i.e. Pineapple Café, Trattoria Di Carlo, etc.) as well as DTS restaurant chefs to lead the presentations. Savage Solutions thought these videos would be great to promote the Farmers Market by sharing on social media, especially through Facebook Live.

Chef Evens will be paid \$200/week for six weeks under a contract to help design menus, choose chefs and otherwise create the shows. MATC will also provide a cooking station and tools as well as disposable serving supplies for each presentation. The guest chef will be able to promote his or her restaurant during the show, but will not be paid to participate. The initial cooking show proposal will be evaluated after the first six shows are complete to determine whether to continue with 14 additional weeks of community nutritional education programming.

Dawn said she would be looking for a sponsor to cover the cost of the first six cooking videos. The sponsor would receive a 3' X 24' banner at the front of the stage and mentions throughout the shows in addition to their logo on social media and website advertising for the cooking show. In addition, volunteers could be dressed in sponsorship logo shirts while they work during the show. Commissioner Jankowski told Dawn to contact her about the possibility of US Bank partnering with the farmers market on the healthy cooking videos.

Dawn Carrillo also noted that the DTS restaurants will be offering special menus during each Oak Creek Farmers Market. The restaurants will be serving outdoors on the sidewalk areas in front of their buildings on Town Square Way. Subcommittee member Gina Goodwin is working on printed bags to go out to all Drexel Town Square businesses with a letter to share rules of the DTS area during the Farmers Market and other special events. Information to introduce the Farmers Market team, review rules, explain layout, and safety plans will be shared at a Meet and Greet scheduled for April 25, 2018 at City Hall. The event will bring together all approved vendors, Subcommittee members, and DTS restaurant personnel.

The Subcommittee has already met with the Oak Creek Library to develop a consensus on keeping library events to a minimum on Saturday mornings and instead scheduling them in the afternoon. The Subcommittee is also working with Froedtert Drexel Town Square Health Center to organize a "Walk with a Doctor" through Emerald Preserve during each farmers market. According to Dawn Carrillo, Froedtert has approved use of their parking garage for all 20 farmers markets. Farmers' market volunteers will be posted near the structure to show people where to park. Froedtert also expressed an interest in sponsoring a golf cart or similar vehicle for transporting people between the parking garage and the market. The City Clerk noted that CVMIC grant funds were no longer available for this, so this was great news. The Commissioners recommended adding parking information to all future Oak Creek Farmers Market marketing. They also suggested limiting vendors to one vehicle to be parked at the farmers market during each Saturday event.

Future concerns the Subcommittee is working on include determining bus drop off and pickup areas for visitors, whether or not to accept SNAP Program payments, where to donate leftover produce, and costs and design of the safety plan. Dawn said that they plan on encouraging any courtesy buses from senior living venues to drop off patrons during the first hour of the market. She said the SNAP food stamps program has lots of rules and regulations and requires a special volunteer to run it, so they will probably not try to implement this the first year. Dawn wants to check with various non-profit agencies to determine if they will take fresh produce donations. Doug Seymour, Director of Community Development at the City of Oak Creek, offered to contact the Salvation Army to see if they are interested. He will also check if they are interested in hosting a booth at one of the Markets. The Subcommittee has started working with Randall Knitter at the Police Department and Mike Kressuk at the Fire Department to develop a script for various emergencies such as CPR needs and tornado preparedness that may occur during an Oak Creek Farmers Market event.

Police Lieutenant Randall Knitter has been working on a B6 Safety plan for the market to address severe weather, lost children, medical emergencies, train derailment, bomb threats, and active shooter scenarios. He supplied several recommendations to the Tourism Commission:

- 1) Provide lead volunteer with a green emergency vest
- 2) Provide all other volunteers with an orange safety vest
- 3) Provide lead volunteer with a cell phone
- 4) Purchase a Public Address system
- 5) Purchase a first aid kit/station to be centrally located at the market
- 6) Purchase a bull horn
- 7) Create protective binders with the Emergency Plan for all volunteers
- 8) Secure traffic barriers to protect the public square.

City Clerk Catherine Roeske said that she has 40 yellow emergency vests that can be used for the Farmers Market volunteers and that the cell phone has already been purchased for Dawn. She also said that the City has a donated PA system that can be used by the market. Mike Kressuk said the first aid kit will be provided by the Fire Department. He noted that there are defibrillators located inside the Civic Center and there will also be one in/near the new public restroom on Town Square Way at the north end of the square. There was some discussion about using the golf cart/transport vehicle that has been suggested for DTS special events, for emergencies at the market. Assistant Fire Chief Mike Kressuk warned that the Fire Department should be called rather than trying to transport a sick patron to the hospital, for speed, safety, and liability reasons. He recommended the first aid supplies be kept in a central location, perhaps at the same parking space each week. Mayor Bukiewicz felt the golf cart/transport vehicle could come in handy for moving supplies and signage around for the 20 farmers markets. He thought it might prove beneficial to contact Oak Hills Golf Course to see if they would be willing to donate a used golf cart for the first summer of operation to help haul supplies from the Civic Center basement out to the square. The Mayor also asked Lt. Knitter about the availability of the Police Auxiliary for use at the Oak Creek Farmers Market. Knitter said that he would approach the auxiliary to see if they would consider it. Mayor Bukiewicz thanked the Tourism Commission for their service during the last year and asked them to call him before May 1st if they were not interested in continuing their appointment.

City Clerk Catherine Roeske presented information on determining the routing and layout for the 2018 Oak Creek Farmers Market. She met several times with Dawn Carrillo, Asst. Fire Chief Mike Kressuk, Police Captain Michael Bolender, Asst. City Engineer Brian Johnston, Director of Public Works Ted Johnson, Communications Coordinator Leslie Flynn, and Destination Marketing Specialist Kristin Kowaleski to discuss best options for parking and traffic in DTS during the farmers markets. The routing team recommended vendor parking surround the whole square during the markets to provide a barrier to any accidental or purposeful vehicle incursion into the public square. They also recommended closing Town Square Way at the north end of the square and Clock Tower Place at the south end of the square where most vendor tents would be located. Traffic on 6th Street on the west and Market Place on the east would continue to move and allow the bus lines to continue running, although the Route 80 bus would

have to be rerouted around City Hall during the markets. They also recommended that Main Street be blocked to vehicular traffic. The committee felt that posting “No Parking” signs in all parking areas around the square would prevent potential pedestrian accidents. The signs could be placed out on Friday afternoons and say no parking Saturday 6am to 1pm. The signs should be portable and would eliminate the need for a lot of costly permanent signage.

Tourism Commissioners debated the plan recommendations, fearing that vendor parking would overtake the square and eliminate any convenient parking for healthy or handicapped market attendees. They also mentioned that the hotel would be opening in the next few days causing even more traffic in the square. In addition, Doug noted that construction is ongoing or about ready to start on the other three sides of the Civic Center – The Waters Senior living on the East, Zund on the South, and the second phase of Emerald Row Apartments on the West, causing even more traffic and parking issues. Doug said that the Farmers Market vendors were promised, in their contracts, that their vehicles could be parked next to their tents during the markets, so it probably cannot be changed now. He agreed that consumers backing out of street parking spaces could be very hazardous. Doug did fear that the closing of Town Square Way would diminish the use of that part of the square and its businesses. Assistant Fire Chief Kressuk said that vendor parking in the parking stalls would provide better control of access, especially for EMS calls, while providing for pedestrian safety. He also said closure of Town Square Way creates a margin of safety. He agreed to work with the Police Department to assure access for emergency vehicles. At this point it looks like most patrons will have to park in the Froedtert parking garage, the Meier parking lot, or the Civic Center parking lot. The Commissioners asked that 6th Street parking spots be left open and available to farmer market patrons. Doug believed that market patrons could handle crossing the street on 6th. Lt. Knitter is talking to the City Attorney about handicap accessibility for special events. The Commission asked why the vendors are being located in the street rather than on the grassy area. Dawn said that the grass would be destroyed by transporting of products every week by the vendors and that the grass area is needed for setting up picnic tables to provide a place to eat for people who buy food from vendors and DTS restaurants. She noted that any non-profit, no charge vendors would be located along Main Street.

When asked about availability and use of additional parking at Town Square Place Hotel during DTS special events, Doug said that probably would not be possible since they only have a one-to-one ratio of parking spaces to rooms. Additional conversations followed regarding the physical set up and take down of parking signs, barriers, etc. for the twenty weekly farmers markets. Commissioners were concerned about the cost and hours associated with DPW labor needed for this. Kristin noted that there was a line item in the Tourism budget to reflect these costs. She said that cone signs had been used at past Tourism events to save spaces for Saturdays and that allowed ease of set up on Fridays. The Commissioners agreed that they preferred not to install permanent signs stating “No Parking on Saturdays”. The question came up regarding what type of vehicle barriers and who would set them up at the ends of Town Square Way and Main Street each week for 20 weeks. The Commission considered water filled base barriers, but those are considered laborious to fill and drain and require a cherry picker and/or truck to move into place. Also they are rather large and create problems with where to store. Commissioner Wills asked about the possibility of rental from Barricade Flasher. Lieutenant Knitter reiterated that his first concern for the Oak Creek Farmers Market is safety – food safety, traffic safety and security. Doug agreed it was important to investigate alternatives for street barriers. He said that vendor vehicles could be a good alternative but they might limit access to the Fire Department vehicles. He said that the Engineering Department is

planning to work with the Police Department to further emergency planning for all Oak Creek special events. Some Commissioners felt that permanent barriers might be the best in the long run. Dawn Carrillo explained that the small/low trees around Drexel Town Square caused the vendors tents to be situated in the streets rather than near the sidewalks.

The Commission endorsed the site layout as presented by Dawn, with the exception that 6th Street parking spaces should remain open to traffic during the Saturday markets. They recommended further cooperation between the Subcommittee and the Police and Fire Departments to finalize public safety and street barrier questions. The layout and safety plans could then be revisited at the May 14th Tourism Commission meeting. The Tourism Commission considered the farmers market planning to be a fluid situation, where Dawn would manage the market and revise layout and safety measures after several weeks of experience. Of immediate concern is the measuring and layout of vendor tent placement. The Commissioners agreed that lightweight vests with pockets should be worn by all volunteers every week during the market. They also endorsed the training of all volunteers by the police department in emergency and safety procedures.

- 4. Discussion and action on the 2018 Clear Channel billboard proposal** – Cory Savage presented information on a contract proposal with Clear Channel for displays on two digital billboards located on I-94, one northbound near Caledonia and one southbound near the College Avenue exit. The contract would allow for two creative executions of our Tourism marketing campaign. The first marketing display would start 3 or 4 weeks into the Oak Creek Farmers Market season and would promote our new farmers market. The second marketing execution would be used to promote all Drexel Town Square businesses. The digital billboard marketing campaign would cover a 24 week timespan. The marketing would alternate on 6 weeks then off 4 weeks at \$1000 per execution. Cory Savage said that both billboard locations were highly sought after and that the prices offered in the proposal were a gift to the Tourism Commission. Kim Jankowski made a motion to approve Tourism Commission spending of \$32,500 as proposed by the Clear Channel billboard marketing proposal to promote the Oak Creek Farmers Market and Drexel Town Square businesses. Alderman Ken Gehl seconded the motion. All Commissioners voted in favor. Leslie Flynn, Doug Seymour and Kristin Kowaleski will work with Savage Solutions on the billboard marketing campaign.

- 5. Discussion and action on the 88.9 Radio Milwaukee proposal** – Cory Savage presented a contract proposal from 88.9 Radio Milwaukee for marketing City of Oak Creek events, especially the new farmers market. The proposed a la carte On-Air and Digital marketing program would provide radio spots at various times on Thursdays and Fridays and Saturday mornings from June – October 2018, as well as Facebook posts, Community Stories Emails, and one Digital Feed Tile Ad. The copy is proposed to emphasize the Farmers Market to start, but the contract would allow us to rotate multiple messages and refresh copy as needed. Cory said that this radio station is popular with the millennial generation and would target a segment of the population that we are not currently marketing to. Kristin Kowaleski thought that 88.9 would be especially great for marketing the Farmers Market and Dog Days. Savage felt that the contract was a great value and would aid in reaching the 22 to 35 year old market segment. The Commission thought it would also help promote overnight stays, although it could not be used to market hotels and motels directly. That would have to be done on the VisitOakCreek.com website. Cory

recommended that Kristin continue to survey special event attendees in order to determine how people hear about the events and decide to attend. He said this is a great resource for social media metrics. Commissioner Jankowski made a motion to sign the proposed 88.9 contract at a \$5000 level to be expended from the Advertising and Promotions line item of the Tourism Commission Budget in order to supplement the Tourism Commission's other marketing campaigns with WTMJ and WISN. Commissioner Kristie Busch seconded the motion. All voted in favor of the \$5000 contract with 88.9 Radio Milwaukee.

- 6. South Suburban Chamber of Commerce (SSCC) updates** – Executive Director of the South Suburban Chamber of Commerce, Barb Wesener asked Commissioner Clint Wills to report on the Hospitality Workforce Development discussion hosted by MATC. He said there were about 35 people in attendance, with good participation by management of Oak Creek hotels. Dr. Mark Felsheim of MATC guided the discussion which also included Carmen Smalley, hospitality instructor at MATC, participants from the culinary industry, airport hotels, Marcus hotels, and The Pfister in downtown Milwaukee. Clint said that all participants cited the need for additional quality employees and recommended upgrading hospitality curricula at WC TC and MATC campuses. Both campuses said that their enrollment was down in these areas. Panel participants discussed the possibility of sharing employees for special events.

Barb Wesener said that she continues to work with Kristin Kowaleski to line up Oak Creek businesses for the Oak Creek featured community portion of Doors Open Milwaukee on Saturday, September 22. This will take place the same weekend as Sneak Peek at Oak Creek. She said at this time they are participating in email conversations with potential participants, using the Milwaukee Journal special marketing section as tool for promoting the businesses to a wider audience.

- 7. Discussion on the Oak Creek Beer Garden and Business Appreciation Event** – Kristin Kowaleski presented information on the next Oak Creek Beer Garden which will be taking place from Thursday, May 31 through Sunday, June 3, 2018. The beer and tap truck is being supplied by Explorium Brewpub of Greendale, Wisconsin. The tap truck has 12 tappers and will be serving new beers each day. Explorium will also be selling large pretzels and other appetizers at the Beer Garden. There will not be food trucks at the Beer Gardens this year, since their permanence throughout the event last year was uncertain at best. There will be two tents, one for beer and food and the other for music and dancing. This year there will be polka bands on Thursday and Sunday, and cover bands on Friday and Saturday, providing a greater variety and potential for drawing crowds. There will also be a chance to meet the Brewmasters who will have swag available for purchase. Oak Creek Beer Garden t-shirts will also be sold and yard games will be available for play.

On Thursday night, the first day of the beer garden, the Tourism Commission will be hosting an Oak Creek Business Appreciation Event. Businesses will receive several beer tickets for attending the networking event. Commissioners discussed how to best reach the business community for this event. Doug offered a list of businesses he has available and suggested accessing the South Suburban Chamber of Commerce's membership list for additional names. The SSCC decided not to use this event as a fundraiser as had been previously considered. Commissioners discussed the possibility of doing giveaways such as free mugs and having business attendees sign-in and create a list for future use by those in attendance. All felt the invitations should go to business owners and/or senior management plus one guest. They thought it would be important to have Administrator Andrew Vickers and/or Mayor Dan Bukiewicz in attendance.

- 8. Discussion and action on crowd control barriers for city events** – Department of Public Works Director Ted Johnson discussed several options for creating crowd control barriers in Drexel Town Square. He noted that the use of snow fencing to create barriers in the past has taken DPW at least four hours to set up. On the other hand, thirty metal gates were rented for \$600 for use at Winterfest in February and it took only thirty minutes to set up. They were extremely useful in directing foot traffic. Ted proposed that the Tourism Commission purchase thirty 102”L X 40”H metal crowd control barriers from Global Industrial to be used at any Oak Creek special events in the future. He said the total cost would be about \$3200 and that they are available in stock at their facility in Pleasant Prairie, WI. He offered to store the barriers at the DPW facility on Puetz Road. Commissioners thought the barriers might also come in handy for use at the Lake Vista Park for future events. Commissioner Kristie Busch made a motion that the Tourism Commission approves the purchase of 30 crowd control barriers as described by Ted Johnson for use at future special events. Alderman Ken Gehl seconded the motion. All Commissioners voted in favor of the purchase.
- 9. Consider a motion to approve the 2019 Winter Festival date of Saturday, February 16th** – Commissioner Kim Jankowski made a motion to approve Saturday, February 16, 2019 for the next Tourism Commission Winter Festival date. Commissioner Clint Wills seconded the motion. All Commissioners voted in favor of the motion.
- 10. Discussion and action on Tourism Commission event sponsorship requests** – Rob Johnston of the Lions organization came before the Tourism Commission to ask for a sponsorship donation towards the April 28, 2018 Birthday Bash celebrating Oak Creek Lions 60th Anniversary and American Legion Post 434’s 100th Anniversary. He noted that the organizations had given \$3.5 million to the City of Oak Creek in support since their inception. He also mentioned that they are very active in supporting the city through providing a location for 4th of July activities, voter polling, Labor Day Lion’s Fest, National Night Out, and this year’s Daryl Stuermer Concert. The two organizations work together to maintain and improve their facilities which are used for multiple city events. At this time they are trying to raise money for updating the facility. Last year they invested \$8000 on asphalt repaving to correct tripping hazards. They are currently working with the Oak Creek Police and Fire Departments on NFPA 3000 active shooter preparedness. Rob said they are asking for \$500- \$2500 sponsorship donations to aid in upgrading their shared facility. Doug Seymour agreed that the community partnership between the Lions, Legion, City, and the Tourism Commission should be fostered. He recommended support for the groups be evaluated annually. Commissioner Kim Jankowski made a motion for the Tourism Commission to allocate \$1000 in support of the Lions/Legion Birthday Bash with the understanding that they market the Oak Creek Farmers Market on any advertising for the event and post a 3’ X 8’ Farmers Market banner at the Oelschlaeger Dahlman post. Commissioner Wills seconded the motion. The motion passed unanimously.

The Tourism Commission addressed the request presented at earlier meetings for sponsorship of Art in the Park. Commissioner Wills made a motion that the Tourism Commission sponsors the Oak Creek-Franklin Foundation for Education Art in the Park event on Memorial Day weekend, in the amount of \$1500. Commissioner Kristie Busch seconded the motion. All voted in favor of sponsoring the event. Commissioner Kim Jankowski abstained from voting due to her association with the OCFE.

The Oak Creek Community Center forwarded a proposal to the Tourism Commission requesting sponsorship of its 2018 Summer Concert Series consisting of five or six concerts on alternate Wednesdays from June to August. They had various sponsorship ranges available between \$500 and \$5000 which offered various levels of marketing and promotion at the events, email blasts, recognition on printed materials, recognition in Social Media posts, and/or a marketing booth at each of the concerts. The Commissioners felt this was a good community building event. Doug Seymour said that the Commission needs to develop a funding model for the increased number of sponsorship requests. He reminded the Commission that any money spent for these requests would come from the Event Planning budget line item. Doug said the value of promoting community awareness needed to be part of a larger discussion about the Tourism budget which weighs the number of impressions versus money spent on any given sponsorship donation. Commissioner Jankowski made a motion to approve sponsorship of the Community Center Concert Series at a level of \$2000. Alderman Ken Gehl seconded the motion. All voted in favor.

The Tourism Commission also received requests from several businesses that wanted to sponsor Tourism events. Waterstone Bank is interested in sponsoring multiple Oak Creek events including Dog Day at Drexel, three DTS Outdoor Movie Nights, four Food Truck Tours, and the Fall Festival. They proposed donating \$3500 in exchange for a booth at all the events, their logo inclusion in Tourism print/digital event advertising, inclusion in event programs, recognition by event speakers, and recognition on VisitOakCreek.com and our Facebook event page. The Commissioners agreed to accept the sponsorship donation as proposed but with the provision that the sponsorship would not guarantee exclusivity.

Steinhafels is also interested in partnering with the Tourism Commission on its three summer Outdoor Movie Nights. They proposed hosting a "Best Seat in the Park" contest which people could enter at the Oak Creek Steinhafels store. Winners would win reserved seats and a picnic basket on movie nights. Steinhafels would provide 4 Adirondack chairs, contest entry stations at their store, picnic baskets filled with goodies on movie nights, and notification to winners five days in advance. Steinhafels would expect addition of their logo to Movie Night print advertising, reserved seating space at the movie nights for winners, contest rules posted on VisitOakCreek.com and promotion on VisitOakCreek.com and Facebook. The Commissioners agreed to the proposal as submitted, with the stipulation that the Tourism Commission would not guarantee exclusivity of sponsorship.

11. **Adjournment:** Commissioner Clint Wills made a motion to adjourn the meeting. Commissioner Jankowski seconded the motion. All were in favor. The meeting was adjourned at 10:48am.

ATTEST:



Kristin Kowaleski, Destination Marketing Specialist

5/14/18

Date

