

Tourism Commission Meeting

Monday, May 14, 2018

8:30am

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

Also in Attendance: Leslie Flynn, Communications Coordinator, City of Oak Creek, Shamire Goodwin II, Account Executive, WISN 12, Ted Johnson, Director of Public Works, 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. **Welcome/Call to order** – Clint Wills called the meeting to order at 8:31am.
2. **Approval of minutes of April 9, 2018 minutes** – Commissioner Kim Jankowski made a motion to approve the draft minutes from the April 9, 2018 Tourism Commission meeting with one correction on the first paragraph of page three to show US Bank instead of BMO Harris Bank as possible partner with the Farmers Market on the healthy cooking videos. Commissioner Ken Gehl seconded the motion. All commissioners voted in favor and the motion carried. Commissioner Jankowski was happy to announce that US Bank indeed was going to partner with the Oak Creek Farmers Market to sponsor the first six cooking videos.
3. **Discussion and action on “Music in the Square” event** – Kristin Kowaleski, Destination Marketing Specialist, presented the idea of adding a new weekly or monthly Music in the Square event for Drexel Town Square (DTS) during the summer. She noted that the DTS restaurants suggested holding the events on Monday evenings because that is their slowest night. Kristin thought it could be designed as a low key event with several tables being put out and adding some yard games to the square. Commissioners Kristie Busch and Kim Jankowski felt that Mondays would be a bad day for families with children. Doug Seymour, Director of Community Development, said that it was good to draw people from various demographics to DTS events, but thought a weekly music event would be too much with all the events currently scheduled for 2018. He thought a monthly event might be better. Commissioner Busch thought that a Tuesday or Wednesday music night might work better than Mondays for families. The Commissioners were wondering who would provide amplification needed by the musicians. Kristin said that the musicians provide their own equipment and plug in to electrical outlets near the benches in DTS. She visualized hiring musicians from a wide range of genres, such as jazz, piano, classical, and rock, to provide variety and draw different audiences. Commissioner Clint Wills questioned whether the Music in the Square event was pulling the Tourism Commission away from its main goals of increased Tourism and Business development. Doug Seymour suggested that the DTS restaurants hire musicians to increase their business on Mondays.

Alderman Ken Gehl said he would love to have regular music dates scheduled for Drexel Town Square in the future, but said it was important to look into the cost of hiring musicians as well as the best frequency, taking into consideration other City of Oak Creek music venues and their schedules, i.e. How would this new Music in the Square event fit into the community as a whole? City Clerk Catherine Roeske agreed that Music in the Square was an interesting idea, but she reminded the Commission that along with the rather full schedule of 2018 Tourism Commission events, there are also other community events taking place in Drexel Town Square this summer, including a Harvest Community Church concert, a Martial Arts promotional event, and a yoga demonstration. Commissioner Jankowski recommended determining costs of a music series, then look at starting it in 2019. She suggested spending money instead on promotional activities to draw IKEA customers into Drexel Town Square to visit additional restaurants and stores. Alderman Gehl said he thought it still might be helpful to experiment with one or two DTS music events in 2018, making sure to work around the five Oak Creek Community Center free concerts from June to August.

4. **Discussion and action on the 2018 Doors Open Milwaukee advertising proposal** – Kristin Kowaleski presented information on Doors Open Milwaukee sponsorship/advertising options available for program participants. They ranged from \$1000 Site sponsorship to a \$25,000 Presenting sponsorship. Cory Savage of Savage Solutions recommended that the Tourism Commission consider sponsoring at the \$2,500 level which would include a front page logo and 1/8th page ad in the Doors Open Event Guide. It is being published September 16, 2018 in the Milwaukee-Journal/Sentinel six days before the event which is scheduled in conjunction with our Sneak Peek at Oak Creek on September 22nd. The guide would be distributed to 150,000+ people in Milwaukee, Ozaukee, Washington and Waukesha counties. It would also include 100,000+ visual impressions through Historic Milwaukee, Incorporated's social media and email campaigns with a prominent list on the doorsopenmilwaukee.org homepage. The sponsorship would also reach an additional 3,000 people via HMI's Echo Sponsorship Recognition. Doug Seymour asked for specifics on what would be advertised in this marketing package. Cory said that the message would emphasize our Sneak Peek at Oak Creek event, especially highlighting those Oak Creek venues that will be participating both Saturday and Sunday. The three stops in Oak Creek will be the Oak Creek Historical Society, the Oak Creek City Hall, and PPG Industries, Inc. These three will participate both Saturday and Sunday. The \$2,500 sponsorship would be the Tourism Commission's all-in marketing budget for this event. Commissioner Jankowski made a motion that the Tourism Commission funds the \$2,500 Friends sponsorship to promote the Doors Open Milwaukee/Sneak Peek at Oak Creek event on September 22 and 23, 2018. Alderman Ken Gehl seconded the motion. The motion carried unanimously.

5. **Update on the Oak Creek Beer Garden and Business Appreciation Event** – Kristin Kowaleski explained that plans for the Thursday, May 31, 2018 through Sunday, June 3, 2018 Beer Garden event are almost complete. The May 31st Oak Creek Business Appreciation Event scheduled for 3-4pm is being promoted by mail and email using city and South Suburban Chamber of Commerce contact information for over 120 invitees. Responses total over 50 people at this time and Kristin is expecting even more by the end of the month. Each invitation included two free beer tickets – one for a business owner or manager and a guest.

Cousin's Subs will be donating free Cousin's Sub Coupons to add to gift bags that will be distributed to business attendees at the event. Chick-Fil-A will be donating food for the Business Appreciation event. Kristin is working on obtaining a City representative to give a short speech thanking the business community in Oak Creek. The Commissioners voiced concern over how to keep the event exclusive for that one hour time period. Alderman Gehl suggested looking into wristbands to clearly identify business owners and managers and their guests. He also recommended signage to help prevent early arrivals to the Beer Garden from interloping during the Business Appreciation event. The Commissioners complimented Kristin and Cory on the pilsner shaped logo for the business appreciation invitation. Alderman Gehl asked if Kristin had secured enough volunteer bartenders for the Business Appreciation event and she noted that many City workers had volunteered for that shift.

The main Beer Garden event will run 4-8pm on Thursday and Friday and from 12-8pm on Saturday and Sunday. The music will include a variety of bands; including the Tom Brusky Band playing polkas the first and last days of the event. Eco Limes, Failure to Launch, and Joe Wray will play cover songs at the beer garden on Friday, Saturday and in the afternoon on Sunday. The Explorium Brew Pub will provide a 12 tap beer trailer for serving beer. They will be stocking a variety of brews from the League of Craft Brewers. They will also provide giant soft pretzels, pulled pork sandwiches, and bratwurst for sale during the Oak Creek Beer Garden. There are still beer glasses left from last year's beer garden and Kristin has purchased more of the same design to supplement the inventory. Commissioner Busch suggested changing to a new design, perhaps a pilsner glass, next year to make purchase more enticing to repeat customers. Kristin noted that they are using a different pricing strategy this year to make the souvenir beer glasses more appealing. The glasses will be sold for \$7 each, but refills will be \$5 instead of \$6 which is the same price as beer sold in a plastic cup. Wine will be available for \$5 per glass. Another new addition to this year's beer garden is the beer flight which will include a tray of four smaller cups of beer for \$9. Cash and credit will be accepted at the beer garden. Picnic tables will also be provided, along with two large rented tents, one for beer and food and the second for dancing. Kristin was also excited to announce that they will be selling Oak Creek Beer Garden t-shirts at the event, with the beer garden logo and Explorium Brew Pub logo on the front and League of Craft Brewers logo on the back. She ordered 100 t-shirts to start. Some of the Commissioners were concerned about food trucks stopping at the event without being authorized and inspected. City Clerk Catherine Roeske thought that they should be told to leave if they do show up because the food was being provided by Explorium.

6. **Discussion on the 2018 Oak Creek Farmers Market** – Kristin Kowaleski provided a farmers market update, stating that Dawn Carrillo has over 30 accepted vendors signed for the Oak Creek Farmers Market. They are currently finalizing a Promotion Plan which includes print, email, and social media tactics. The postcards and posters have been distributed in various public areas including City Hall. Vinyl banners will be placed soon, probably in Drexel Town Square, high traffic intersections, at the Beer Garden and hopefully on city land near IKEA. Doug recommended that Kristin and Dawn talk to Pete Wagner, to make sure signage is allowed and legal at all of these locations. Since the first Farmers Market occurs at the same time as the Beer Garden, it was suggested that the Tourism Commission take the opportunity to cross promote using large vinyl banners at each other's events. Another possible way of cross marketing suggested by Commissioner Jankowski was to distribute raffle tickets promoting the Beer Garden at the Farmers Market – hopefully getting people from the DTS market to move over to Abendshein Park to

drop off their raffle ticket and stay for a beer. Kristin and Dawn Carrillo are also working on building hype for the new farmers market by sending direct mailers to Oak Creek residents. They continue to work in conjunction with Savage Solutions on Day-of-Event signage, billboard signage, and digital marketing by WISN during the week prior to the first market, as well as email marketing throughout the June to October season. Other marketing plans include developing social media campaigns and creating swag/promotional items, including a free farmer's market tote to the first 100 customers.

There was some concern about moving traffic on the first day of the Oak Creek Farmers Market. The Commissioners told Kristin to make sure there were enough volunteers available to direct traffic to and from the Froedtert parking facility. When asked about the availability of a golf cart/utility vehicle for transport of handicapped patrons, Kristin said that she was still working on that. Commissioner Gehl felt that it was important to have a vehicle available early in the season to help promote the market and increase the Oak Creek Farmers Market accessibility factor. It was suggested that a utility cart be rented short-term from a rental company in Oak Creek to ensure availability starting at the first market. At the same time, the Commissioners recommended that Kristin contact Froedtert again to assess their interest in sponsoring the utility cart transport for the long term. They also suggested contacting Arenas Americas to check if they would be interested in donating a cart to promote their business either long or short term or provide a cost-effective rental. DPW Director Ted Johnson offered a contact to his State purchasing contract that could reduce the cost of purchasing a utility cart by 20-25%. He also offered the sign shops services in making decals for any company willing to sponsor the utility cart. Cory Savage thought that the Tourism Commission purchasing a vehicle should be a last resort, since renting one is much easier and hopefully Froedtert or another Oak Creek business will step up to sponsor the utility cart.

When asked about the liabilities involved in running the utility cart transport, City Clerk Catherine Roeske felt that the umbrella policy taken out by the Oak Creek Farmers Market should cover any liabilities of transporting shoppers. She emphasized the importance of ensuring this policy had been purchased to cover the twenty events. Catherine suggested that Kristin could go online to the Froedtert website to apply for a donation to help fund the utility cart. She said that she was able to apply for and receive a \$500 event sponsorship from them recently for one of her 501C3 events. She also recommended trying the same online sponsorship application strategy at the Kohl's and US Bank websites. Since the Tourism Commission does not fall under the 501C3 category, the application could possibly be submitted under the City of Oak Creek Celebrations Commission which does meet these guidelines. Alderman Gehl was concerned about running these grant applications through the Celebrations Commission over the long term. It was recommended that Kristin talk to City Attorney Melissa Karls about the legalities of pursuing sponsorship funding in this way. The Tourism Commissioners expressed their appreciation for the great work Kristin and Dawn were doing to promote the Oak Creek Farmers Market.

- 7. New Business** – Barb Wesener gave a brief update on the South Suburban Chamber of Commerce. She said that she continues to cooperate on the Beer Garden Business Appreciation and Sneak Peek at Oak Creek events with Kristin and is also cooperating with the Southshore Chamber of Commerce on a July 23, 2018 Golf Outing at Muskego Lakes Country Club. The outing is being designed as a good networking opportunity for the Chambers business partners.

Cory Savage brought up the issue of the visitoakcreek.com website becoming very messy and hard to navigate. He said that, since combining efforts with the Celebrations Commission, analytics show that people don't know where to go on the website to get pertinent information. Cory said it is starting to have what is called "Homepage Syndrome". He would like to present a new UX or user experience plan for the site to reduce confusion and ensure VisitOakCreek website visitors can easily find event information.

Kristin distributed the newly minted City of Oak Creek 2018 Events magnets to all the Commissioners.

Doug Seymour reported that the public restrooms on Town Square Way will be opening shortly, hopefully around Memorial Day. They will be located between Pizza Man and Gigi's Cupcakes. He also presented graphics of the window designs for the restrooms that were hand drawn by Savage Solutions staff. The public restrooms will be open from 9am – 9pm daily and will lock automatically at the end of the day. They will be monitored by remote cameras for safety purposes. There will be male and female restrooms in addition to an electronic information screen mounted on the wall inside the lobby at the new site. Building owners will be paying for cleaning services for the restrooms. It was suggested that the owners and cleaning company be informed of all special events in Drexel Town Square, so they can schedule additional mid-day cleaning services if needed. Meeting attendees were especially happy about the reduced use of City Hall restroom facilities by Splash Pad users with the advent of the new public restrooms.

Adjournment: Commissioner Ken Gehl made a motion to adjourn the meeting. Commissioner Jankowski seconded the motion. All were in favor. The meeting was adjourned at 9:23am.

ATTEST:



Kristin Kowaleski, Destination Marketing Specialist

7/23/18

Date