

Tourism Commission Meeting
Monday, July 23, 2018
8:30am

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

Also in Attendance: Dan Bukiewicz, Mayor, City of Oak Creek, Kristin Craig, Destination Marketing Specialist, City of Oak Creek, Leslie Flynn, Communications Coordinator, City of Oak Creek, Ted Johnson, Director of Public Works, City of Oak Creek, Catherine Roeske, City Clerk, City of Oak Creek, Doug Seymour, Director of Community Development, City of Oak Creek

1. **Welcome/Call to order** – Clint Wills called the meeting to order at 8:32am.
2. **Approval of minutes of May 14, 2018 meeting.** – Commissioner Kim Jankowski made a motion to approve the draft minutes from the May 14, 2018 Tourism Commission meeting as presented. Commissioner Clint Wills seconded the motion. All commissioners voted in favor and the motion carried.
3. **Dog Day at Drexel recap presentation.** – Kristin Craig, Destination Marketing Specialist, gave a PowerPoint presentation explaining the successful Dog Day at Drexel event in Drexel Town Square. The event took place Friday, July 13th from 4-8pm and Saturday, July 14th from 10am to 4pm. It was 78 degrees and sunny on Friday. That evening the event included 20 vendors as well as a Pier Pups Dock Diving Training Session, Bierstadt Schutzhound Club Demo, Canine Good Citizen Testing, and Georgie Porgies Custard Licking Contest for dogs and people. The Oak Creek Fire Department was also on-site with Sparky the Dalmatian mascot and the Gritty Git Down Band provided music.

Saturday it was 75 and cloudy. Highlights of Dog Days on Saturday included 48 vendors, the Pier Pups Dock Diving Competition, a Dog Walk/Run around the square, hosted by Performance Running, with fruit cups and water provided by Chick-fil-A; face painters, a photo booth with Dog Day backdrop for owners and their pets, a caricature artist who painted pets and owners, and a Dog Day Coloring mural which attendees could color on. The demonstration area included Think Pawsative Agility Course, Oak Creek Police Department K9 Demonstration with Officer Hanizeski and K9 Knox., as well as an Adoption Parade that ended up placing all nine dogs that participated, and also included a Canine Costume Contest.

Kristin noted that the vendors expressed many positive comments about the event. She will follow up with a formal survey to both vendors and attendees to get more specific feedback. Commissioner Kim Jankowski said that it would be good to try and calculate the economic impact of this and future Tourism events to help show the value to the city and its residents. She mentioned that Dawn Carrillo surveys vendors and DTS area restaurants each week after the Farmers Market to determine sales amounts. It was suggested that this should be done at all future Tourism events to help rate the success of each event.

Alderman Ken Gehl agreed it would be good to determine if the DTS events were helping restaurants and businesses in the square to increase sales. He asked which restaurants participated in the event. Kristin said that Bel Air Cantina, Chocolate Factory, and Cubanitas participated. City Clerk Catherine Roeske inquired about how vendors were chosen for the events. She wondered how a moving company that had a vendor tent at Dog Days at Drexel fit into the theme of the event. As the Tourism events get more popular, the Commissioners felt it would be good to create some parameters for choosing vendors to compliment the theme of each event. At this point, Kristin noted that there is no fee for vendors to participate. They are only required to donate a door prize to be raffled off at the event. She said the free hourly raffle is a great way to boost attendance while collecting attendee information for follow-up marketing and surveys. The follow-up survey to attendees and vendors will help estimate attendance numbers and judge the success for vendors and area businesses. Some of the Commissioners felt that adding an option of a donation to the Police Department K9 team might be another way to gain donations and community support for the Dog Day event. With the steadily increasing size of this annual event, the potential for the Square to fill up with vendors is possible, and all agreed we will have to be more discerning with vendors as it gets more popular. The Commissioners asked Kristin how she felt about the change in format to a two-day Dog Day event this year. She said that although there were fewer vendors on Friday night, she felt it had a nice quantity of people in attendance and was successful. Commissioner Jankowski thought the Dog Day at Drexel was an awesome event and thanked Kristin for all her hard work.

- 4. Discussion on the August Beer Garden and Lake Vista Park Grand Opening.** – Kristin Craig explained that the second Oak Creek Beer Garden will be taking place from Thursday, August 23 through Sunday, August 26th at Lake Vista Park, 4001 E. Lake Vista Parkway. The Tourism Commission will be partnering with Explorium Brew Pub and the League of Craft Brewers again. On weekdays the beer garden will be open 4pm-8pm and on weekends it will be open from noon to 8pm. The Beer Garden event will be held in conjunction with the Grand Opening of Lake Vista Park on Thursday, August 23rd. There will be a Lake Vista Partners Recognition and Celebration from 2pm-4pm prior to the opening of the Beer Garden to the public. The Grand Opening event will include complimentary beverages and networking for partners that shared in the building of Lake Vista Park, along with a ribbon cutting ceremony, group photo opportunities at scenic Lake Michigan overlook points, and a ceremonial keg tap by Oak Creek Mayor Dan Bukiewicz.

Kristin said that she is still in the planning process for the joint events. She will be ordering newly designed glasses for the Lake Vista Beer Garden, since they sold out of glasses at the May beer garden at Abendshien Park. She is working in cooperation with Sue Winnen to get 50+ invitations out for the pre-event. Catherine Roeske said she would send out a formal posting to the Common Council inviting them to the Grand Opening. Kristin emphasized the need for additional volunteers for this and all Tourism events. Commissioners recommended implementing an online volunteer signup option for access by the public, non-profits, and clubs. Leslie Flynn said this is especially important right now since the City website is being redesigned. Leslie has some information from other cities that will be helpful in designing this type of volunteer online sign-up option for Oak Creek. The site would allow 501(c)(3) organizations to volunteer in groups for various Oak Creek City events in exchange for tips or a set amount around \$200-\$500 that would be donated to the organization.

Mayor Bukiewicz emphasized the fact that Kristin is short-handed at most events and asked the Tourism Commission members to consider volunteering at a future event. He also recommended increasing solicitation of sponsorships for future Tourism events to aid in funding music, signage, etc. He asked Kristin how much bands usually cost for Tourism events. She responded that they usually run in the \$400-\$700 range per night. Ted Johnson said that the Celebrations Commission, which is a 501(c)(3) organization, usually sends out letters at the beginning of the year to solicit donations. Commissioner Kim Jankowski said that October might be a good time to solicit donations since it comes at the beginning of the fiscal year for many companies. The Commissioners agreed that a general sponsorship letter should be created and available for use by the Tourism Commission. They discussed how to require a combination of monetary sponsorship and volunteering from companies and still make donations positive for their tax purposes. The Commission also discussed who should send out the donation/sponsorship solicitation letter, agreeing that there should not be multiple letters going out from the City. The subject of merging efforts by Celebrations and the Tourism Commission also was discussed. Catherine Roeske explained that the City can take sponsorship monies allocated to a certain event, but cannot accept general donations. The Celebrations Commission, however, can accept general donations because it is a 501(c)(3) organization. Mayor Bukiewicz reiterated that the immediate concern is the need for volunteers, followed by soliciting sponsorships, and finally determining the legality of accepting donations, a larger question for the City as a whole to determine. Commissioner Kristie Busch felt that opening up the “volunteer for tips” idea to sports teams and 501(c)(3)’s would provide a lot of additional help at Tourism events.

City Clerk Catherine Roeske explained that she is working with the Fire and Police Departments on a Volunteer Training Class which would be required by all City volunteers. It will include such subjects as city liability presented by the City Clerk, awareness training by the Police Department, and AED and CPR training by the Fire Department.

- 5. Discussion on Milwaukee PBS Around the Corner with John McGivern proposal**– Kristin Craig presented information on Oak Creek being featured in the PBS television show Around the Corner with John McGivern. It is a wonderful no cost option for promoting the City of Oak Creek and its assets. Kristin and Barb Wesener, Executive Director of the South Suburban Chamber of Commerce, met with Susan Borri, content producer for the show, to discuss people and places to highlight on the Oak Creek episode. They also determined when filming would take place. Susan Borri presented the list of options to the show’s director/producer who selected the Sikh Temple, the Oak Creek High School Marching Band, Eder Flag Manufacturing Company Inc., Master Lock Company LLC, IKEA, Stella and Chewy’s, City 13 escape room, Redwall Screen Printing, and Marcus Allen and his wife as the nine interviews to be filmed and highlighted on the show. The filming is scheduled to take place in 2018 on August 6-8 and on September 21st when the marching band will be filmed during the Oak Creek football home game against Indian Trails. The completed show will be aired early in 2019. The Discover Wisconsin promotional show, highlighting Oak Creek and its Summer Soulstice and Dog Days at Drexel will be airing in the summer of 2019.

Kristin said that the producers are willing to do most of the legwork in notifying people that they have been chosen to be part of the show, but Kristin was given the option of contacting all but Mr. Allen and Red Wall Screen Printing. Doug Seymour, Director of Community Development, said he would be happy to reach out to Eder Flag and the Marching Band to invite them to be on the show. Ms. Borri, the content producer, was also working to choose a number of “stand up” locations where John McGivern would stand in front of Oak Creek businesses, places and attractions to discuss their importance in the City. In one of these the Mayor would be interviewed in Drexel Town Square for his 30 seconds on why Oak Creek is so special.

Mayor Bukiewicz, Alderman Ken Gehl, and Doug Seymour felt that the City should be involved in the process of choosing the “stand up” locations and help orchestrate content along the way. Some of the ideas suggested at the meeting for the “stand up” segments included Georgie Porgies during a Saturday night car show, the Market Place shopping area, the Oak Creek Historical Society, Trattoria Di Carlo restaurant, and Copper and Pearls Art Resale shop which is located in an original one-room school house. The Commissioners felt that someone from the city should go along with the PBS producers while filming is taking place. Doug Seymour said he would love to be the point man for this assignment. DPW Director Ted Johnson asked Doug and Kristin to keep in touch with him about the locations of filming so his staff could make sure the sites chosen were cleaned up and television ready. Again all agreed the City would be a better choice to be in charge of coordinating with PBS rather than the SSCC due to the many departments involved in making this a great marketing effort. The first filming dates are only two weeks away, so Kristin agreed to meet with Doug Seymour the same day as this Tourism meeting. The Commissioners made additional suggestions for the “stand up” sections of Oak Creek’s Around the Corner with John McGivern: Ray Bussler’s Restaurant, GE Medical, Yaskawa, Suzy’s Cream Cheesecakes, PPG, Nucor, UPS, Three Cellars, and Erv’s Mug.

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 9:20am.

ATTEST:



Kristin Craig, Destination Marketing Specialist

8/13/2018

Date