

Tourism Commission Meeting  
Monday, September 10, 2018  
8:30am

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

Also in Attendance: Kristin Craig, Destination Marketing Specialist, City of Oak Creek, Shamire Goodwin II, Account Executive, WISN 12, Ted Johnson, Director of Public Works, 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** – Commissioner Clint Wills called the meeting to order at 8:32am.
2. **Approval of minutes of August 13, 2018 meeting.** – Commissioner Kim Jankowski made a motion to approve the draft minutes from the August 13, 2018 Tourism Commission meeting. Commissioner Jim Ruetz seconded the motion. All commissioners voted in favor and the minutes were approved as submitted.
3. **Recap presentation on the Oak Creek Beer Garden and Lake Vista Park grand opening.** – Kristin Craig, Destination Marketing Specialist, presented information on the Lake Vista Park grand opening which was held in conjunction with the second 2018 Oak Creek Beer Garden. Prior to the kickoff of the beer garden, the official opening of Lake Vista park was celebrated with a ribbon cutting ceremony attended by about fifty people who had assisted with the transformation of the park over the span of many years. Invitees included regulatory partners in cleaning up the site – Wisconsin Department of Natural Resources and U.S. Environmental Protection Agency. They also included funding partners who provided project grants – Wisconsin DNR, Wisconsin Coastal Management, US EPA-Great Lakes Restoration initiative, MMSD and Fund for Lake Michigan. Other invitees included consultants and contractors from SmithGroup, Rinka Chung Architecture Inc., Edgerton Contractors, and Rasch Construction and Engineering Inc. who built the pavilion, shelters and other structures. Former City Attorney, Larry Haskin, and City Administrator, Andrew Vickers, gave speeches thanking all who had helped in making Lake Vista Park a reality, including city staff, former City Administrator Jerry Peterson, as well as former Mayors Bolender and Scaffidi. Kristin said that she sensed everyone in attendance felt appreciated.

After the ceremony, the park was opened to the public. It was open 4pm-8pm Thursday, August 23 and Friday, August 24 and 12pm-8pm on Saturday, August 24 and Sunday, August 25. Kristin felt the Beer Garden was very successful and would have been even more so if it had not rained on Friday and Sunday. She noted that providing tents made the Beer Garden workable even with the dreary weather. Kristin said that the parking at Lake Vista was a little farther away than at the Abendshein Park beer garden, but Lake Vista Park provided more parking spaces and a lovely pavilion for serving food.

Alderman Gehl asked Kristin if she received any complaints about available parking at Lake Vista. She said that she did not hear any complaints and people used the parking lots as well as the roads for parking. Commissioner Kim Jankowski said she really liked the small Frisbees that Kristin ordered for the event. When asked about the Sunday Chicken Roast, Kristin explained that they did not sell out the dinners at \$7 per plate. Out of the 100 chickens roasted, only about 100 dinners were sold, causing many chickens to be donated to non-profit entities. She said that perhaps the Tourism Commission should go back to using food trucks at future beer gardens, making sure that the contracts include wording requiring food trucks to stay for the entire event.

Kristin submitted a detailed report comparing all three Beer Gardens that have been hosted by the Tourism Commission since its inception. The following are the statistics presented.

### **City of Oak Creek Beer Gardens**

#### **2017**

Thursday, August 10 – Sunday, August 13 @ Abendschein Park

#### **2018**

Thursday, May 31 – Sunday, June 3 @ Abendschein Park

Thursday, August 23 – Sunday, August 26 @ Lake Vista Park

#### **Time**

Weekdays 4P -8P/Weekends 12P-8P

This timeframe was chosen because:

1. Sunset between 8:15 – 8:30 each night
2. Park closes at 10

#### **Beer**

- Partnered with Milwaukee Craft Brewery League
- Six rotating taps – new line up each day
- Beer trailer borrowed for each event
- Wine also available (bottles kept in trailer)

Tourism Commission applied for a liquor license through the City of Oak Creek for each garden - \$10 fee per event.

#### **Pricing**

- Pint glass - \$7 (includes first beer) with \$5 refills
- Plastic pint cup – \$6 (includes first beer) with \$6 refills
- Wine - \$5
- Bring Your Own Glass - \$5/pint

## **Cashier Station**

This station was separate from the bar. Directional signage was used to direct attendees to the cashier station first. A ticket system was used.

- Orange ticket – beer
- Red ticket – wine

## **Cashier Steps**

1. Greet customer
2. Ring in order through Square App and give appropriate change
3. Give attendee their glassware and tickets
4. Direct attendees to bar where bartenders will pour their beer of choice.

## **Point of Sale**

Two tablets with Square App – ability to take cash and credit transactions

Each cashier also had register \*please note because of price point additional \$5 and \$1 bills needed as backup

Attendees were carded – stamped hand for those 21 and over

## **Bartending**

Steps

1. Take ticket from attendee and drop in ticket box (on bar top)
2. Pour beer of choice

Bartenders were also asked to change kegs and update beer list (written on dry erase board)

Select bartenders were asked to submit a bartender license application through the City of Oak Creek.

## **Food**

We tried different food options for each Beer Garden to feel out which did the best.

### **2017 Beer Garden – Invited food trucks**

- Pros – no cost to city, variety of food, mobile
- Cons – left when beer garden was slow

### **2018 May Beer Garden – Purchased food from Explorium Brew Pub**

- Menu consisted of hot dogs, brats, soft pretzels and pulled pork
- Pros – fresh food dropped off daily, station near beer trailer (easy access)
- Cons – some items didn't sell well – donated to non-profits

## 2018 August Beer Garden – Partnered with School Organization & Non-profits

We reached out to organizations about the fundraising opportunity. Each group purchased food and cooking supplies.

- Pros – new menu each day, increased attendance (many OCHS parents stopped by to support their kids working the concession stand), brought the beer garden closer to the community.
- Cons – groups ran out of food on Saturday night (busy)

After groups covered their costs, each made approx. \$500 for their organization – would partner again. Girl Scout Troop 9051, St. Mathew’s Washington DC Class Trip, Oak Creek Youth Baseball

## MUSIC

Thursday - Polka

Friday – Cover Band

Saturday – Cover Band

Sunday – Polka

## SALES

### ABENDSCHEIN PARK BEER GARDENS

Thursday, August 10 – Sunday August 13

- Total Sales - \$15,447.24
- Total Expenses - \$12,261
- **Profit - \$3,185**

Thursday, May 31 – Sunday, June 3

- Total Sales - \$24,911.50
- Total Expenses - \$22,963.37
- **Profit - \$1,947** (Please note, this is the event where the city purchased food to sell)

### LAKE VISTA BEER GARDEN

Thursday, August 23 – Sunday, August 26

- Total Sales - \$17,796.97
- Total Expenses - \$13,336
- **Profit - \$3460**

All tips at the bar were donated to community organizations.

- 4. Discussion on Sneak Peek at Oak Creek and Doors Open Milwaukee.** – Kristin Craig presented information on the upcoming Sneak Peek at Oak Creek on Saturday, September 22, 2018 from 10am-5pm. The sixteen participating businesses will include Oak Creek Historical Society, Oak Creek City Hall, MATC Oak Creek, Pinehold Gardens, PPG, Oak Creek DPW, Water Treatment Plant, International Delivery Solutions, Three Cellars, Water Street Brewery (10am-2pm), Pixologie, Fairfield Inn & Suites, WE Energies (10am-2pm), City 13, Reckner, and Oak Creek Assembly of God. Each tour will be 30-45minutes. Departments represented in City Hall’s Multipurpose Room will be Engineering, Health, Recreation, Finance, Library and Tourism. Breakfast items will be available at City Hall in the morning. Go Riteway is sponsoring and providing two 25 seat shuttles for free transportation to nine Sneak Peek locations. The tours will be led by Sharon Armstrong and Judy Salchow. They will be providing history facts about Oak Creek while driving to each location. The Tourism Commission will be posting on social media asking people to pre-register for seats on the free bus tour. They will take walk-ons at City Hall if seats are available. The bus tours will start and end at Oak Creek City Hall. Bus Tours will begin at 10:30 and 11:00am and end at approximately 3:20 and 4:00pm. Alderman Ken Gehl asked Kristin to check into whether there will be handicap access and/or someone to help people on and off the buses.

Marketing for the Sneak Peek at Oak Creek is being done through the Milwaukee Journal Sentinel special Doors Open Milwaukee section published on September 16, 2018, in addition to postcards, banners in the community and at each participating business, in the Acorn and Current magazines, and via Facebook and the Social Countdown Campaign. Businesses will provide directional signage for where to park and enter the buildings. Commissioners suggested possibly adding a picture frame to take photos at City Hall with the opportunity to win a City of Oak Creek t-shirt. Barb Wesener from the South Suburban Chamber of Commerce reminded the Commissioners that Oak Creek will also be participating in Doors Open Milwaukee in conjunction with Sneak Peek at Oak Creek. She expects this to bring many more people from outside Oak Creek to our Sneak Peek event than attended last year.

- 5. Discussion and action on the 2019 ESPN Milwaukee proposal.** - Kristin Craig and Cory Savage of Savage Solutions met with ESPN to discuss a media buy for the Tourism Commission for 2019. This would be the Commission’s first media buy for next year. The \$10,000 promotional package would seek to build brand awareness of Visit Oak Creek’s events and restaurants to the Greater Milwaukee area. It also is expected to reach Visit Oak Creek’s secondary audience of adults age 25-54 to promote all different kinds of activities such as beer gardens, farmer’s market, etc. Finally it is looking to find solutions to promote the following events in Oak Creek – Wisconsin Badger Watch Party, Fall Fest, Winter Festival, Beer Garden, and Oak Creek Food Truck Tour. ESPN advertising would include a bank of thirty-second Visit Oak Creek commercials during local and national programming Mondays through Sundays 6am to 7pm on 540 ESPN radio, ESPNWisconsin.com and the ESPN App. The marketing package would also include two remote broadcasts with Homer & Gabe live from Visit Oak Creek events with plenty of promos leading up to and during them. Additional promotional activities would include ESPN Milwaukee Street Teams being on-site at a big screen viewing party and Winter Festival to enhance the on-site experience of fans at Drexel Town Square by giving away tickets, ESPN Milwaukee swag, and other fun promo items. Commissioners liked the idea of a Badger game shown on a large screen in Drexel Town Square. The Corners in Brookfield held a similar event with ESPN and it was very successful. If Oak Creek coordinated with ESPN on a Badger Game/Red Square event, they would be the first local community to work with them. Doug Seymour thought that an away marquee game would be the best to attract large

crowds and make sure there are more interested parties that are not headed out of town for a Madison game. He also thought it would be best to create the event around a 2:30 or 3:00pm game right after the Farmer's Market. Commissioner Jankowski and Doug Seymour agreed that the local restaurants should be involved and would likely be excited about this type of event and its potential for extra business. They said it would be important to get the DTS restaurants involved in planning early for a Badger Game event.

Cory Savage said that the amount of marketing offered by the ESPN Milwaukee contract was a great value and was extremely flexible as well. He said that it included a local dedicated station as well as social media and mentioned the company had bought WTMJ recently, which could increase coverage. Shamire Goodwin II from WISN said he thought it was a great media buy with an immense amount of promotional value. Cory Savage liked the social media aspects of the proposed contract, saying that social campaigns should be more important next year in the Tourism Commission's marketing strategy. He also pointed out that serving beer and signup-to-win giveaways proved successful in 2018 and should continue to be part of our event marketing strategy. Cory said social media is able to provide lots of science and numbers to determine our audience and interest in Oak Creek events. He also noted that ESPN Milwaukee has an insane following on social media so it should be a great addition to the Tourism Commission's marketing program. Their 540 ESPN radio station demographics are split 55% women and 45% men, giving us extra coverage for the female audience. Doug Seymour asked Kristin to prepare a media calendar for 2019 with a detailed marketing budget for presentation at the next Tourism Commission meeting. The promotional budget for 2019 is set at \$125,000. Commissioner Kim Jankowski made a motion to approve signing the \$10,000 promotional contract submitted to the Tourism Commission by ESPN Milwaukee for marketing in 2019. Commissioner Jim Ruetz seconded the motion. The motion passed unanimously.

**Adjournment:** Commissioner Kim Jankowski made a motion to adjourn the meeting. Commissioner Clint Wills seconded the motion. All voted in favor and the meeting was adjourned at 9:05am.

ATTEST:



---

Kristin Craig, Destination Marketing Specialist

10/8/2018

---

Date