

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

Attendees: Kristie Busch; Ken Gehl, 5th District Alderman, City of Oak Creek; Kim Jankowski; Clint Wills. Commissioner Jim Ruetz was not in attendance.

Also in Attendance: Kristin Craig, Destination Marketing Specialist, City of Oak Creek; Andrew Vickers, City Administrator, City of Oak Creek; Catherine Roeske, City Clerk, City of Oak Creek; Leslie Flynn, Communications Coordinator, City of Oak Creek; Ted Johnson, Director of Public Works, City of Oak Creek; Cory Savage, Savage Solutions; Barbara Wesener, Executive Director, South Suburban Chamber of Commerce.

1. **Welcome/Call to order** – Commissioner Clint Wills called the meeting to order at 8:33 am.
2. **Approval of minutes of September 10, 2018 meeting.** – Commissioner Kim Jankowski made a motion to approve the draft minutes from the September 10, 2018 Tourism Commission meeting. Commissioner Kristie Busch seconded the motion. All commissioners present voted in favor and the minutes were approved as submitted.
3. **Recap presentation on the Sneak Peek at Oak Creek event** – Kristin Craig presented information about the Sneak Peek event held on Saturday, September 22. Her presentation included number of attendees at each participating business and utilizing each of the shuttle busses, feedback from the businesses that participated, as well as the post-attendance survey that was conducted. Feedback was very positive overall. Ted Johnson mentioned that there was not much traffic after 1:00 and suggested shortening the hours of the event for next year. Commissioner Kim Jankowski commented that some of the tours were so lengthy that she did not have ample time to tour other businesses. Andrew Vickers suggested that the approximate length of each tour be added for next year's event, so that visitors are better able to plan which businesses they choose to visit. Barb Wesener commented that many of the Doors Open Milwaukee businesses offered self-guided tours, but due to the nature of the participating Oak Creek businesses, it would not be ideal to allow visitors to roam freely. Catherine Roeske suggested having a sign-up sheet available for visitors who could not make it to all of the tours that were offered on the day of the event. If participating businesses were agreeable, additional tours could be offered on an alternate day.
4. **Update on Oak Creek Fall Festival** – Kristin Craig gave an update on plans for this year's Fall Festival, which will be held on Saturday, October 20 in tandem with the last scheduled Farmer's Market event of the season. This will be an all-day event from 9 am – 7 pm. Most of the Farmer's Market vendors are staying until the event closes, and the arts and crafts vendors that had signed up for single-weekend stalls will be invited back for the event. Andrew Vickers inquired how we plan to differentiate the Farmer's Market from the Fall Festival. Kristin Craig indicated the event would be marketed as a "Harvest Festival". Commissioner Kim Jankowski suggested making announcements to that effect over the sound system throughout the event. Commissioner Kristie Busch expressed concern that the combined event may be too congested. Kristin Craig explained that different attractions will be spaced appropriately in the square,

and will be staggered throughout the day to avoid overcrowding. Cory Savage also suggested creating “agenda boards” that would have slots to insert changeable tags for advertising the times of different attractions throughout the day. These agenda boards would be generic and are reusable for other events. Dawn Carrillo is working on soliciting volunteers from the Oak Creek High School’s National Honor Society for the event.

5. **Discussion and Action on the *Around the Corner with John McGivern* Preview Event** – Kristin Craig explained that the show will air on Valentine’s Day of 2019, but the City would like to host a preview event in early February; John McGivern would be in attendance. There was open discussion regarding where to host the event, such as one of the hotels, the Marcus South Shore Theater, or the Oak Creek Community Center. Commissioner Clint Wills stated that he felt the hotels would not be large enough to host the event. Commissioner Kim Jankowski commented that the Marcus Theater could accommodate more people; there would not be much space for mingling, however the bar area in the lobby could be cordoned off for mingling before or after the screening. Kristin Craig added that she could work with Marcus to separate the screenings into two separate times or utilize two theater screens if extra capacity is needed. Commissioner Kim Jankowski commented that the Community Center would have ample space for mingling and should be able to accommodate a larger crowd at a room capacity of 300. Ted Johnson asked if the event could be done outside of Oak Creek, as a means to attract visitors from outside of Oak Creek, and suggested the Pabst Theater. Commissioner Clint Wills commented that cost may be prohibitive in choosing an outside venue, but if cost is not an option, the Crowne Plaza may be a suitable venue as well.

There was open discussion on whether the event should be by invite only, or open to the public. Kristin Craig commented that a decision on the venue needs to be made within a month; she will reach out to both Marcus and the Community Center to have them make a proposal for hosting the event. Once a decision is made on the venue and we know what the room capacity will be, we can then determine the invite list. Barb Wesener also added that she would reach out to the producers of the show to determine John McGivern’s availability for attending the event. Kristin Craig will do more research and give a more in-depth presentation at the next meeting.

No action was taken on this item.

6. **Discussion and Action on the 2019 Entercom Milwaukee Media Proposal** – Kristin Craig presented information from Entercom Milwaukee’s proposal to partner with radio station 99.1 The Mix. This proposal includes promotional advertising for the City, social media broadcasting, and on-site radio remotes at four different City events. If the Commission decides to move forward, this proposal represents an approximate investment of \$19,500 for the year, which would be included in the total \$100,000 budgeted for promotional media in 2019. Cory Savage commented that the cost of their proposal is extremely competitive (an approximate discount of 60%). With its ability to reach a much larger and more diverse demographic audience, he felt radio would be a much more effective use of the City’s advertising and promotions dollars than the billboards currently in use, and would more easily reach surrounding communities, such as Franklin and Caledonia. Commissioner Kim Jankowski inquired if advertisements the City is currently using are proprietary, or if they can be used on other social media platforms. Cory Savage answered that Savage Solutions owns the advertisements that they have produced.

Commissioner Kim Jankowski made a motion that the Tourism Commission move forward with the Entercom Milwaukee media proposal. Commissioner Kristie Busch seconded. All commissioners present voted in favor of the proposal. Motion carried.

Adjournment: Alderman Ken Gehl made a motion to adjourn the meeting. Commissioner Clint Wills seconded the motion. All commissioners present were in favor. The meeting adjourned at 9:17 am.

ATTEST:



11/21/2018

Kristin Craig, Destination Marketing Specialist

Date