

Tourism Commission Meeting
Wednesday, November 21, 2018
8:00am

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

Also in Attendance: Dawn Carrillo, Oak Creek Farmers Market Manager, Kristin Craig, Destination Marketing Specialist, City of Oak Creek, Shamire Goodwin II, Account Executive, WISN 12, Doug Seymour, Director of Community Development, City of Oak Creek

1. **Welcome/Call to order** – Commissioner Clint Wills called the meeting to order at 8:04am.
2. **Approval of minutes of October 8, 2018 meeting.** – Commissioner Kim Jankowski made a motion to approve the draft minutes from the October 8, 2018 Tourism Commission meeting. Commissioner Ken Gehl seconded the motion. All commissioners voted in favor and the minutes were approved as submitted.
3. **New Business.**
 - a. **Review and take action on 2019 Savage Solutions Contract** - Kristin Craig, Destination Marketing Specialist, City of Oak Creek, presented information regarding the Savage Solutions Project Proposal: Retainer for Marketing Services for 2019, City of Oak Creek – Tourism Commission. The contract proposal submitted by Cory Savage includes an increase in annual fees from \$35,000 to \$40,000 for 2019. The contract was offered as either a one year agreement or a two year agreement at the same \$40,000 price each year. Kristin explained the \$5,000 increase was expected to include buildout of specific media plans for each event and additional social media marketing, especially the addition of Sprout Social, a social media management system that offers users the ability to integrate with Facebook, Twitter, Google+, LinkedIn, Zendesk and UserVoice. Kristin said she hoped to work more actively with Leslie Flynn in 2019 on social media and take more control of the visitoakcreek.com website content. The Commissioners asked if the Tourism Commission had stayed within the budgeted contract with Savage Solutions over the last two years. Kristin said that the Commission had stayed within the contract in 2017, but Savage gave us extra value without assessing additional fees. In 2018, we also stayed within budgeted monthly fees so far this year.

Kristin recommended renewing the Savage Solutions contract for 2019. She said that Cory Savage is very easy to contact and extremely good to work with. All Commissioners felt his presence has been helpful in promoting our Tourism mission and that he has been responsive to Kristin's ideas and the Commission's vision. The Commissioners felt that the one year contract would be better than the two year contract. Commissioner Jim Ruetz made a motion to approve the Savage Solutions Marketing Services contract at the \$40,000 level for one year, January through December 2019. Commissioner Clint Wills seconded the motion. The motion passed unanimously.

b. Review and take action on 2019 Food Truck Tour contract. – Kristin Craig presented information on a potential 2019 Food Truck Tour contract. She began by showing information from the 2018 Food Truck events. Oak Creek held 4 events in Drexel Town Square on one Wednesday in each month June through September. These events provided turn-key programming in Drexel Town Square on some of the slowest traffic/revenue generating days of the week. The family friendly events attracted over 2000 guests for each event. The Food Truck Tour Oak Creek event page on Facebook reached 153,400 people. As of November 2, 2018, 27.3% of guests reached on their Facebook page were from Milwaukee with 19.3% from Oak Creek. The Food Truck Tour also advertised throughout the Milwaukee Metro area with 50,000 flyers and 750 flyers. They sent four separate emails to 8600 email subscribers. The Tour also reached thousands on Twitter and Instagram. Facebook demographics showed that the site was visited by 70% women and 30% men. The majority of Facebook visitors fell in the 25-34 or 35-44 age range.

The Official Agreement to add Oak Creek, WI as an official host again for the 2019 Traveling Food Truck Tour was forwarded to Kristin Craig by Andrew Swofford, founder and president of MilwaukeeFood.com Inc. His proposal had a stated goal of attracting 2500+ guests at each event. He is offering two options for 2019 – Option A with four food truck events for \$5000 or Option B with five food truck events for \$6250. The events would take place on Wednesday nights from 4-9pm in Drexel Town Square (DTS) at 361 W. Town Square Way between May 22 and October 16, 2019.

Kristin Craig noted that the events had grown in popularity with attendance at the food truck events increasing from 2017 to 2018. She said that the DTS restaurants liked the extra traffic that food trucks brought to the square. Doug Seymour, Director of Community Development, suggested moving the food trucks closer to the restaurants or in the parking spaces on Town Square Way or 6th Street as a possibility to move foot traffic closer to the restaurants. The Commission felt that the food truck area got pretty congested with all of them lined up on Clock Tower Way during past events. Alderman Ken Gehl like the idea of more events in the square and felt the Tourism Commission should go with the five event option. Commissioner Kim Jankowski asked who picks the exact dates of the Food Truck Tour. Kristin told her that she picks the dates. Kim asked if they could possibly do one of the events at the Art in the Park at Miller Park or one at the new Lake Vista Park. Commissioner Jankowski felt that it would be better to spread the events around rather than holding all in DTS. The other Commission members felt that it would be better to keep the events in Drexel Town Square. They suggested that if Art in the Park wanted food trucks at their event, they should contract with MilwaukeeFood.com Inc. separately. Commissioner Jankowski made a motion to sign the 2019 Food Truck Tour Agreement Option B with five food truck events for \$6250. Alderman Ken Gehl seconded the motion. The motion passed unanimously.

c. Review and take action on 2019 Pier Pups contract. – Kristin said that she had received the service agreement form for contracting with Pier Pups for a 2019 Dog Day at Drexel event. She noted that this will be the fourth year for that event. Kristin said everyone seems to love this event. It has been tentatively scheduled for Friday, July 12th and Saturday, July 13th, 2019. Kristin said she was going to double check those dates to make sure there was not another dog event hosted by MADACC on that same weekend like there had been previous years. Commissioner Kim Jankowski asked what type of advertising had been used in previous years to promote Dog Days. Kristin said that she had used mostly Social Media, Banners, and Postcards which were distributed at public places, vets, and pet stores. Kim suggested advertising the event more in 2019. She also suggested extending festivities more towards Drexel Avenue during the 2019 Dog Days event. Commissioner Jankowski made a motion to approve the \$2500 Pier Pups Service Agreement as presented, except with the possibility that the event dates might change. Alderman Gehl seconded the motion. The motion passed unanimously.

4. Informational and discussion items.

a. Oak Creek Farmers Market. - Dawn Carrillo, Oak Creek Farmers Market Manager, presented information recapping the results of the first year of operation for the Oak Creek Farmers Market. She said she was excited to present the report to the Commission because she thought it was a spectacular first season in Oak Creek. She received thousands of positive comments and hundreds of thank-yous for bringing a market to the city. In 2018 Dawn spent 70-80 hours researching, organizing and planning before the market opened. In 2019 she proposes that pre-planning hours should concentrate on improving and developing the market. Dawn expressed interest in managing again in 2019. She is particularly interested in seeking grants that are available to add programs such as child healthy eating initiatives and the SNAP program (Wisconsin's food stamps). She felt this would add value to the market, offset some costs, and provide opportunities for low-income families in our city. Dawn also felt that additional farmer's market costs could be alleviated by securing sponsorships and fund-raisers in 2019. Another change proposed by Dawn Carrillo was to add a paid assistant manager position to help spread out the responsibilities of a five hour per week, 20 week long farmers market season.

Dawn explained that the Oak Creek market started slowly with spring flowers & vegetables early in the year. Fall vegetables came later. New farmers with unique items and meat and cheese providers also joined later and were a big hit. She explained that dairy farmers need to ramp up production earlier in the year to have products ready for sale at future markets. Honey farmers were in oversupply during 2018. The one bakery vendor was very popular, so Dawn will concentrate on securing more for next year. The Bruce Evans cooking show was popular in 2018, but not very well attended. Dawn thought it might work better if done inside the building, with pre-registration required. Another option would be to have Chef Bruce man a booth with prepared specialty food samples and recipe cards available to encourage use of seasonal produce being sold at the market. Dawn explained how much market attendees enjoyed the free music and craft demonstrations provided at this year's markets. She hoped to continue these activities in 2019.

Dawn said there was some collaboration with Drexel Town Square restaurants, especially early in the year, but Cubanitas was the only restaurant that participated on a regular basis. Dawn hoped for better collaboration next year so more prepared foods will be available for sale to market attendees, hopefully incorporating fresh seasonal produce from the market. Commissioner Kim Jankowski asked Dawn about the possibility of bulk sales of “ugly fruit” for canning purposes at future markets. Dawn thought that might be possible if consumers deal directly with farmers at the market to pre-order and then go to the farms for produce pick-up.

Dawn presented a 2018 revenue and expense report showing total expenses of \$15,330 which included many first-year -only expenses for signage, safety items, and some promotional items. She reported to the Tourism Commission that the Safety Plan she worked on with the Police and Fire Departments had recently been approved by the Chief. She was also happy to report that there were no safety issues, grievance reports or major medical situations during her first year of the market. For 2019, Dawn’s expense estimates totaled \$11,400 with expenses similar to last year in the following categories - \$3000 for live music, \$800 for tote bags, and \$200 each for site improvements, street department costs, and utilities. The 2019 expense estimate also included a doubling of salary expenses to \$7000 to allow for addition of another paid manager. Revenue for 2018 included \$8000 from the Tourism Commission event budget, \$8230 from stall rentals, and \$1000 from a U.S. Bank sponsorship, for a total of \$17,320.

Dawn also reported sales figures for the 2018 farmers market. Farmer sales were \$92,545, while vendor sales were \$121,565. The 2018 market had a total of \$256,157 in sales which included revenue for crafters and a few local restaurants at the start of the market season. Dawn’s goals for 2019 include looking for a growth of 15% in sales for the market to help sustain quality farmers and vendors. She also hoped to add 12 more vendors.

Dawn’s vision for the SNAP program included offering added incentives to purchase fresh local produce for families in need, by adding an additional \$20 for every \$20 in SNAP money to offset the higher costs at the market. She envisioned teaming with local businesses to offset costs associated with the programs. She also suggested creating a fundraising event such as a farm-to-table dinner on the square, with proceeds going to SNAP initiatives or other organizations.

Dawn Carrillo sent out surveys to both vendors and the public to help assess past performance and future recommendations for the Oak Creek Farmers Market. The Vendor survey showed overall high ratings for the market and management of the market. It also showed that many vendors travel a distance every Saturday to attend the market. Public survey results showed that the average customer was over 25 years old, female, lived within a few miles, had no children at home, and came primarily for fresh vegetables, bakery, and protein. Overall ratings by the public ranged mainly between 6 and 10 on a scale where 10=Excellent. Sixty-five percent rated the market at 8 or higher.

The Tourism Commissioners thanked Dawn for her hard work and expressed their appreciation for her dedication in creating and running the market during the first year. Dawn said that the whole group of 5 volunteers was so great to work with and Pinehold Gardens was especially instrumental in designing and implementing the Oak Creek market for the first year. She said they will be switching up the group for next year.

b. Around the Corner with John McGivern – Kristin Craig presented information on possible venues for the preview of the Oak Creek episode of *Around the Corner with John McGivern*. She received quotes from three venues. The Oak Creek Community Center is available on February 11th and can hold 300 guests and has agreed to waive the rental fee. They are able to provide food as well as a cash bar. The Crowne Plaza is available on February 7th and can hold up to 800 guests in a room that rents for \$1000. The Crowne Plaza would require a minimum of \$2000 in purchases from the food and bar providers. A third option is South Shore Cinema which would rent out three cinemas and the lobby area for \$1500. Cash bar and food would also be available at South Shore.

Kristin was most impressed with what the Community Center had to offer. She said that she would have to check with John McGivern to make sure he would be available on February 11th. The Tourism Commissioners agreed that the Community Center could work well for the preview. The Commission would provide food from a list of approved vendors there and that would be accompanied by a cash bar. Several Commissioners thought it would be a good idea to reserve tables for the businesses that were highlighted in the PBS show. There was also some discussion on whether to invite the public and/or require online sign-ups to attend the preview. Commissioner Kim Jankowski felt it would be best to send out invitations to businesses first, followed by Oak Creek school teachers and the general public. She also suggested using a combination of high-top tables and rows of chairs to allow for more seating than all large round tables. Another idea that was suggested was to offer preferred businesses an early meet and greet where they would be gifted with a copy of the Oak Creek episode of *Around the Corner with John McGivern*.

c. Business Retention and Expansion Program. – Doug Seymour, Director of Community Development for the City of Oak Creek, gave an update on the activities of the Business Retention and Expansion (BRE) program. He explained that he, Andrew Vickers, City Administrator for the City of Oak Creek, and Gary Billington, owner of Connect.The.Dots consulting firm, had visited fourteen companies in 2017 and fourteen companies so far in 2018, with two more scheduled before the end of the year. He said that the majority of visits were to manufacturing companies. Most of the meetings were set up by Gary Billington who has been instrumental in bringing new development to Oak Creek, most recently the company Zund and the Drexel Ridge Apartment complex. The three BRE group members were impressed with the amount of information that came out these meetings. From just taking time to sit down with the businesses, the group found out that about one-third of them were considering expansion in Oak Creek. They also said the meetings helped bring out problems and concerns that may not have

been addressed without the visits. Commissioner Kim Jankowski suggested adding visits to retail establishments in Oak Creek next year and said she would be willing to help out with future visits. Kim wondered if a packet of City information for businesses had been developed. She thought that this would be a great tool for keeping communication lines open between businesses and the City of Oak Creek. Doug said that the committee was amazed to learn about three large commercial kitchens operating in Oak Creek as well as several other firms that are manufacturing high tech products behind non-descript factory storefronts. Commissioner Jankowski thanked Doug for the great job the BRE group was doing.

d. 2019 Tourism Commission Budget. – Kristin Craig presented a budget report showing Tourism Commission budget activity, projections, and recommendations from 2016 through 2019. She also showed detailed estimates showing how budget line items would be expended in 2019. Kristin told the Commission that the 2019 city budget had been approved on November 19, 2018 and the Tourism Commission’s revenue from motel/hotel room taxes would total \$528,548 next year. This is approximately \$100,000 more than the Commission received in 2018. Kristin is hoping this increase will allow additional event programming, especially inside Drexel Town Square. She also added a line item to the budget of \$5000 for sponsorship donations to other entities. She thought setting an exact amount for the year would be better than taking unspecified amounts out of the Event Programming budget line item as sponsorship requests came in. Commissioner Jankowski suggested that Kristin contact Young Dance Academy, Academy of Performing Arts and multiple taekwondo schools in Oak Creek to determine their interest in creating and participating in new Drexel Town Square events. She felt this may in turn create more community interest in Drexel Town Square events from parents, relatives, and friends of the students. Commissioner Jankowski also encouraged Kristin to work with Savage Solutions to create selfie shot and Instagram frames for 2019 Tourism events. She felt the Tourism Commission needed to use Instagram more to help push the Oak Creek brand forward.

e. 2019 Tourism Commission event calendar. – Kristin Craig presented a comparison of 2018 events completed by the Tourism Commission and a list of 2019 events that have already been scheduled (see page 7). The Commission was happy to see that the Winter Festival, Farmers Market, Dog Days at Drexel, Sneak Peek at Oak Creek, Fall Festival and one South Suburban Chamber of Commerce partner event had already been scheduled for 2019. They were excited at the prospect of cooperating with ESPN in adding a Badger Football event in Drexel Town Square next fall. Several other event additions were suggested by the Commissioners, including a Barbecue Competition in Drexel Town Square (DTS); an Art Installation at Lake Vista, something similar to the China Lights at Boerner Botanical Gardens; a Folk Fair type event in DTS; and/or a Christkindl Market that would offer a suburban Christmas market option for those who do not want to venture to downtown Milwaukee. Kristin said she had looked into the possibility of a Barbecue competition several months ago and it appeared rather hard to coordinate. However, she said she would be happy to look into it again and investigate the various competition circuits as well as the possibility of partnering with someone to make it a two-day event. It was suggested that Reinhart Foods might be a good possibility.

| EVENT | 2018 DATE | 2019 DATE |
|---|---|--|
| WINTER FESTIVAL | SATURDAY, FEBRUARY 17 | SATURDAY, FEBRUARY 16 |
| BEER GARDEN 1 | THURSDAY, MAY 31 – SUNDAY, JUNE 3 | |
| FARMERS MARKET | JUNE 2 – OCTOBER 20 | JUNE 1 – OCT. 19 |
| DOG DAYS | FRIDAY, JULY 13 & FRIDAY, JULY 14 | FRIDAY, JULY 12 & SATURDAY, JULY 13 |
| MOVIE NIGHTS | FRIDAYS - JUNE 29, JULY 27, AUGUST 17 | |
| FOOD TRUCK TOURS | WEDNESDAYS - JUNE 13, JULY 18, AUGUST 29, SEPTEMBER 19 | |
| BEER GARDEN 2 | THURSDAY, AUGUST 23 – SUNDAY, AUGUST 26 | |
| SNEAK PEEK AT OC | SATURDAY, SEPTEMBER 22 | SATURDAY, SEPT. 14 |
| FALL FESTIVAL | SATURDAY, OCTOBER 20 | SATURDAY, OCTOBER 19 |
| SSCC Partnered Events <ul style="list-style-type: none"> • Around the Corner Preview Event • Roundtable Events • Business Appreciation | December – Women in Business March – Hospitality Needs June – Growing the workforce Business Appreciation – June (Beer Garden) | February 11 – Preview Party Roundtable events - TBD |

*NEW

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| Badger Game Showing DTS | NA | |
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Kristin said she will have a presentation by Ice Beat Factory at the next meeting which will show another possible ice sculpting/music option for the 2019 Winter Festival scheduled for February 16th. She hopes to have more sculptures next year and possibly run it until after dark to add a more adult aspect to the event.

Adjournment: Commissioner Clint Wills made a motion to adjourn the meeting. Commissioner Ken Gehl seconded the motion. All voted in favor and the meeting was adjourned at 9:12am.

ATTEST:



12/10/2018

Kristin Craig, Destination Marketing Specialist

Date