

Tourism Commission Meeting  
Monday, April 8, 2019  
8:30am

Attendees: Kristie Busch, Alderman Ken Gehl, Kim Jankowski, Jim Ruetz, Clint Wills

Also in Attendance: Nicole Behnke, Client Experience Manager, NEWaukee; Dawn Carrillo, Oak Creek Farmers Market; Katie Corbin, Savage Solutions; Kristin Craig, Destination Marketing Specialist, City of Oak Creek; Leslie Flynn, Communications Coordinator, City of Oak Creek; Catherine Roeske, City Clerk; Cory Savage, Savage Solutions; Doug Seymour, Director of Community Development, City of Oak Creek; Wyatt Tinder, Communications & Design Specialist, NEWaukee; 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 a.m.
2. **Approval of minutes of March 11, 2019 meetings.** – Commissioner Kristie Busch made a motion to approve the March 11, 2019 Tourism Commission meeting minutes as submitted. Commissioner Jim Ruetz seconded the motion. The minutes were accepted unanimously.
3. **New Business.**
  - a. **NEWaukee Lake Vista Park Event Presentation.** Nicole Behnke, Client Experience Manager and Wyatt Tinder, Communications & Design Specialist at NEWaukee gave an event presentation for the new Lake Vista Park event. The event will be called “The Confluence – A Gathering at Lake Vista Park. It will be a free, family-friendly festival filled with live music and entertainment, food trucks, an artist market, and a pop-up beer village. The Confluence Festival will feature public art installations, which will remain on display in the park for several weeks after the event for the community to enjoy. This NEWaukee organized event hopes to showcase Oak Creek by highlighting Lake Vista Park, as well as the city’s artist and maker scene. They also hope to increase collaboration by bringing people from the Greater Milwaukee Area to Oak Creek. The NEWaukee staff hopes to build community by creating a family-focused, community event for Oak Creek residents. Nicole and Wyatt said that they have already reached out to the art community with an open call for artist installations and craft vendors. They have shared the application in newsletters and on social media. Applications are live through May 15, 2019 and can be accessed at [NEWAUKEE.COM/CONFLUENCE-ART](http://NEWAUKEE.COM/CONFLUENCE-ART). The applications will be reviewed the week of May 20th with the City of Oak. Installation of Artwork will take place August 17-19. The Confluence Event Date is Saturday, July 20<sup>th</sup> from 3-9pm. Removal of Artwork will take place between August 11<sup>th</sup> and 15<sup>th</sup>, right after completion of the second Oak Creek beer garden at Lake Vista Park.

The NEWaukee staff asked if the Commissioners had any questions. Alderman Ken Gehl asked if the artwork would be weatherproof. Wyatt said that they specified that in the applications. If storms should occur, NEWaukee will take responsibility for upkeep of the art installations. Artists will submit proposals including artistic design and projected costs of their artwork. The Tourism Commission may help decide on which 5-8 pieces will be displayed. The Oak Creek Police Department will be doing extra walk-throughs around Lake Vista Park to insure the safety of the art installations. The application forms ask artists to construct their artwork to be graffiti-proof as much as possible. Commissioner Kim Jankowski recommended generous use of placards/advertising and directional signage to aid in attendees finding the event and art pieces within the park. She said this would be especially important for out-of-town visitors. The NEWaukee staff noted that potential attendees would be asked to register for the event on their website, allowing for them to send maps and additional information to potential interested parties. NEWaukee is also creating programs to be handed out on the day of the festival. Doug Seymour, Director of Community Development at the City of Oak Creek asked if Kristin Craig and the NEWaukee staff had devised a parking plan for The Confluence event yet. Kristin said they were planning to use the gravel parking lot near Bender Park. Alderman Ken Gehl said that it was in very bad shape at this time. Kristin said that there would be two events using that parking lot before The Confluence took place, so it should be in better shape by then. The Director of the Department of Public Works for the City of Oak Creek, Ted Johnson, had discussed maintenance on the gravel parking lot with Kristin, including possibly striping it to mark parking spots. The lot is being used by Savaglia for a 20<sup>th</sup> anniversary event and for 4<sup>th</sup> of July festivities at Lake Vista Park. Alderman Gehl asked Kristin where the artwork would be displayed. Kristin said that they are planning to spread the artwork out so visitors are encouraged to explore the entire park. The NEWaukee staff explained that the beer garden and craft vendors will be located near the pavilion, whereas the artwork will be sprinkled throughout the park, including some near the water. Commissioner Kim Jankowski offered the idea of encouraging attendees to take photos with each piece of artwork and then posting them to gain the chance to win a prize. She said this would also encourage attendees to visit all areas of the park. Commissioner Ruetz said that NEWaukee was doing a great job designing the event.

**b. South Suburban Chamber of Commerce update.** Barbara Wesener, Executive Director of the South Suburban Chamber of Commerce announced that she would be retiring on May 31, 2019. She said that the Chamber was in the process of searching for a new director. Barb also gave an update on the Chamber's April 4<sup>th</sup> Job Fair that was held in cooperation with Milwaukee Area Technical College. The job fair drew 65 employers and some employers had to be turned away due to size constraints at MATC. Oak Creek employers that were in attendance included Astronautics Corp., Caring Alternatives, Ebenezer Childcare, Forest Hill Memorial Park, Froedtert, General Mills, Go Riteway, Joseph Campione, KEI, McDonald's, PPG, Superior Die Set, and WeEnergies. There was a large quantity of job seekers in attendance as well. Some of the employers ran out of job applications and said that it was the best job fair of the many they had attended so far this year. Alderman Gehl asked if MATC had survey results for the job fair. Barb said that both employers and job applicants had been surveyed by MATC.

Barb Wesener said she had also been working with Kristin Craig on the May 29<sup>th</sup> Discover Wisconsin premier event. In addition, she said that the South Suburban Chamber of Commerce is willing to offer volunteers for the two Oak Creek Beer Gardens this summer. The Chamber is also working with Savaglia Financial Advisors on a 20<sup>th</sup> Anniversary celebration for their company at Lake Vista Park on June 30<sup>th</sup>. The first three hours, 3-6pm will be for Savaglia invitees and their guests, but after that it will be open to the public. The celebration will include a fireworks display at the Lake. The final event Barb Wesener is working on is a Legislative Update on Friday, April 12, 2019. It will be taking place at the Radisson Hotel Milwaukee Airport, 6331 S. 13<sup>th</sup> Street, from 7:30-9:30am. Speakers will include Senators David Craig and Chris Larson, Members of the Wisconsin Senate and Representatives Jessie Rodriguez and Ken Skowronski of the Wisconsin Assembly. They are expecting 25 – 30 attendees. Admission is \$20 per person which includes breakfast.

#### 4. Informational and discussion items.

**a. Oak Creek Farmers Market.** Katie Corbin of Savage Solutions presented information on the marketing plan for the Oak Creek Farmers Market for 2019. She showed several ideas for collateral giveaway items with the Farmers Market logo on them. One was a small wood cutting board with burned logo. They also designed salt and pepper shakers and white painted mason jars with the market's logo. Kristin Craig suggested they start with small quantities of giveaways. They could be used at various markets to promote collection of emails and attendance data. In addition to these items the marketing program would include over-the-top non-skippable videos to be played on CBS, HGTV, Fox and more apps. They would also include 30 second advertisements on radio during the entire farmer's market season. Outdoor billboards would also be used in the campaign along with spotlights in Milwaukee Magazine and Midwest Living. Digital and Social media would be a big part of Savage Solutions' marketing with emphasis on Franklin, Oak Creek and Caledonia. Facebook, Instagram, Paid Social and Visitoakcreek.com Website updates would be important to the campaign. A Facebook campaign featuring a Farmer of the Week or Month would also be created. Katie also told the Commissioners that they would be updating the signage for the market in 2019. They had some comments on the 2018 signage that it was hard to read due to the low contrast of dark blue ink on a brown background. Because of this they plan to change the background of signage for 2019 to white. They also planned to use larger fonts on the signs.

Dawn Carrillo presented information on some hurdles to overcome in addition to some new plans for the 2019 Oak Creek Farmers Market. She said that the farmer's market has little money for collateral advertising this year because all returning farmers are getting their second year for free due to the wording in the first year's contract. Only five farmers will be paying to enter the market because they are new. Commissioner Kim Jankowski told Dawn that if she ends up needing more marketing dollars, she should come to the Tourism Commission with a request. Dawn thought that Savage Solutions should do the television ads earlier in the farmers' market season, rather than later as originally suggested by Savage because business is so slow in the beginning before summer produce is ready for sale. Savage reminded Dawn that 99.1 The Mix will be doing an onsite program early in the season on June 1<sup>st</sup>, which will include giveaways and help create interest in the market.

Dawn said that the end of June is rather dead as well and could use more marketing then. She said that she could use quite a few updates to the Farmers Market portion of the VisitOakCreek.com website and has content available at the present time. Dawn felt that a Farmer of the Month would work better than a weekly one due to the number of farmers currently at the market. She was happy to announce that they had collected 600 email addresses for the weekly Oak Creek Farmers Market Newsletter distribution. Dawn had one more suggestion for marketing and asked that Savage Solutions use even larger font sizes on the A-frame signage, especially on the wording "Oak Creek Farmers Market".

Dawn Carrillo was happy to announce the addition of several new programs at the 2019 farmers markets. First, they will be implementing the SNAP/WIC food share program, which is being sponsored by Martin Law Office to help purchase the IT equipment needed to provide the program to low income families. Dawn said that they will also double the amount of produce that can be purchased using the WIC program. Dawn has already found a person to run the program. Her name is Cathy Groholski. The City of Oak Creek Information Technology department is helping with the technical setup. The program will be reviewed after the first 10 weeks to see how it is working. To promote this new offering, Dawn plans to market some print media to food pantries, the Salvation Army, and low-income housing units. She said that SNAP/WIC will also help promote the Oak Creek Farmers Market participation in the program. Dawn believes the bus line that runs through Drexel Town Square will help in making our Farmers Market more accessible to WIC participants.

The second new program at the farmers market will be called SAM - Seniors at the Market. This program is being sponsored at the \$1500 level by Froedtert & The Medical College of Wisconsin. The programs will take place the first Saturdays of the month, July through September. The Market will be reconfigured on those days so seniors can be dropped off at the market by nearby senior living facility vehicles. The seniors will be offered short seminars like healthy cooking and slip and fall prevention. If they attend the seminar, they will receive incentives like \$5 worth of free produce at the market. The multipurpose room has already been rented at City Hall for hosting the seminars. Volunteers have been secured to help seniors on and off the buses.

A third new program for the market is a Child Education Area which will be sponsored by Ebenezer Child Care. Dawn sees this more as a learning experience rather than a crafting situation. She said she plans to ask the farmers at the market to donate free apples, carrots, etc. to offer the children as a snack during their time at the Ebenezer area. She feels they will be happy to step up with produce donations since they are getting free entry into the farmers market this year. Based on last years' experience she said that most vendors were into offering freebies and samples. Commissioner Jankowski asked about the liabilities involved in watching the children. Dawn said that it was Ebenezer's program and that she has a Safety Plan in place for lost children that she developed with the Oak Creek Fire and Police departments.

A fourth new program that will be implemented at the Oak Creek Farmer's Market in 2019 will be a Business for Kids program which will be sponsored by US Bank and coordinated with Savaglia Investments Financial Advisors. The program will help encourage children to start a business of their own making handmade products. They will be able to sell their products at the farmers market later in the season.

A fifth new idea for the Oak Creek Farmers Market will involve holding larger Makers Markets on four Saturdays during the season. Feedback from handmade product vendors at last year's farmers market showed that it was not practical to attend all 20 markets. Dawn Carrillo was hoping to attract 10-15 crafters for the Makers Markets. The Sharp Brothers, knife and scissor sharpeners will be at the farmers market every other week instead of every week during the 20 week market. The orchard vendors will be attending the second half of the market season.

Dawn plans to have music every Saturday this year. She said that she has four wonderful volunteers for the 2019 season – Dave Pinehold-farmer, Gina Goodwin-Drexel Town Square, Lora-community volunteer, and Cathy Groholski-Snap Program volunteer. She will be holding a Meet and Greet on April 17<sup>th</sup> to bring all volunteers and vendors together to review rules and do some training. This will also give her a chance to collect W-9 forms from all the participants. Dawn Carrillo said that the cloth Oak Creek Farmer's Market branded bags were a big hit last year and said that more should be ordered. All the Commissioners agreed that it was best to have the farmers hand them out when attendees purchased something rather than just handing them out first come, first served. Dawn plans to put out the Farmer's Market branded crates at area businesses around May 1<sup>st</sup> to help promote the market for 2019. The crates are available for purchase at \$30 each. Alderman Gehl asked Dawn Carrillo to check into whether Custom Grown had finalized anything yet and find out what amount of money was in the budget for Farmer's Market collateral marketing.

**b. Food Truck Tour.** Kristin Craig, City of Oak Creek Destination Marketing Specialist, explained that the Oak Creek Food Truck Tour would be starting in May and continuing through September, once monthly on Wednesdays from 4-9pm. The dates for 2019 are May 22, June 26, July 17, August 28 and September 25. The food trucks will be set up in front of City Hall and in the parking spaces on Market Street this year. A live deejay will be performing at each food truck event. A craft beer tent will also be set up for each of the events, in addition to yard games for attendees to play. Kristin said that the food truck events last year ended up gaining additional business for the restaurants in Drexel Town Square, so they are happy to see the Food Truck Tour return. The Commissioners asked about adding additional seating so attendees could sit down to eat their food. Kristin said she could bring in extra tables or just ask people to bring chairs or blankets along with them. The Commissioners suggested possibly renting tall standup round tables to make eating more comfortable for those in attendance. The Food Truck Tour will be advertised in the Milwaukee Journal, Radio B93.3 and FONZ FM, as well as Facebook to 2400 interested followers.

c. **2019 Media Spend.** Cory Savage of Savage Solutions reviewed his recommended 2019 Media Buy plan with the Tourism Commission. His stated media buy goal is to “drive business and tourism to Oak Creek” with a “majority of ads centered around events and driving traffic to those events.” The total media spend for 2019 is estimated at \$111,903.

Cory gave a breakdown of how the marketing dollars would be spent and how many impressions would be created by each type of media. Television advertising of about \$9,500 would be used for two months using over-the-top connected ads focusing on ‘Summer Fun’, ‘Summer is Here’, and ‘Fall is Upon Us’ themes to advertise the various Tourism events. Radio advertising of about \$41,500 will be done via WTMJ, Radio Milwaukee, ESPN, and Entercom channel 99.1 The Mix. Outdoor advertising via digital and static billboards costing about \$32,500 will be placed to advertise the Farmers Market, Beer Garden at Lake Vista, Dog Days and Fall Festival. Cory said that he will have to check into the price of advertising on billboards during the Democratic National Convention being held in the Milwaukee area July 13-16, 2020. He will get back with this information during the May Tourism meeting and asked that it be added to the May 13 Tourism Commission Meeting Agenda. Cory will also be purchasing print media in Midwest Living and Milwaukee Magazine for about \$18,300 to advertise visitoakcreek.com and create a city guide. Savage Solutions is also investigating a potential sponsorship/partnership with The Rock in Franklin, Wisconsin for promoting the Oak Creek/Franklin area. The meeting with the Rock and Kristin Craig was scheduled for today, April 8. An update will be provided at the May Tourism Commission meeting. Savage Solutions also plans to spend \$9,000 on social media ads, including boosted event pages, carousel ads, single image ads, and video ads to drive impressions and reach. They plan to spend about \$100 per month from spring to the end of the year on Google ads. It is estimated that the media buys will create almost 11 million impressions. Cory said that the plan is flexible and mostly focused on Tourism Commission events. Commissioner Kristie Busch asked Cory if he had heard about the annual Oak Creek Whiffle Ball Tournament that took place the first weekend of April. She explained that it was organized by the OC Bleacher Bunch and Darin Grabowski. Commissioner Clint Wills said that over 100 hotel rooms were rented by tournament participants. The Commissioners felt it might be good to coordinate in promoting this event next year. The Commissioners also discussed the outcome of the Cornhole Tournament recently held at the Oak Creek Community Center. There were 24 two-member teams that participated in the indoor event. The Commissioners felt that an outdoor event in Drexel Town Square might draw more attendees.

**Adjournment:** Commissioner Jim Ruetz made a motion to adjourn the meeting. Commissioner Kim Jankowski seconded the motion. All voted in favor and the meeting was adjourned at 9:35 a.m.

ATTEST:



\_\_\_\_\_  
Kristin Craig, Destination Marketing Specialist

5/14/19

\_\_\_\_\_  
Date