

Tourism Commission Meeting  
Monday, September 9, 2019  
8:30am

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

Also in Attendance: Sarah Anderson, Executive Director, South Suburban Chamber of Commerce; Kristin Craig, Destination Marketing Specialist, City of Oak Creek; Leslie Flynn, Communications Coordinator, City of Oak Creek; Ted Johnson, Director of Streets, Parks, & Forestry, City of Oak Creek; Catherine Roeske, City Clerk, City of Oak Creek; Cory Savage, Savage Solutions; Doug Seymour, Director of Community Development, City of Oak Creek

1. **Welcome/Call to order** – Commissioner Clint Wills called the meeting to order at 8:32 a.m.
2. **Approval of minutes of August 12, 2019 meeting** – Commissioner Jim Ruetz made a motion to approve the August 12, 2019 Tourism Commission meeting minutes as submitted. Commissioner Clint Wills seconded the motion. The minutes were accepted. Alderman Ken Gehl abstained.
3. **New Business**
  - a. **Review on Sneak Peek at Oak Creek.** Kristin Craig, City of Oak Creek Destination Marketing Specialist, informed the Commissioners that the Sneak Peek at Oak Creek is happening this Saturday, September 14<sup>th</sup> from 8am – 4pm. More businesses have signed up since the last discussion. Marcus Theaters, The Waters, and We Energies will be participating. A few others, including GE, signed up but had to cancel due to lack of staffing on Saturday. This was the number one comment made by businesses that didn't participate. Several businesses have shown some interest in 2020. City Hall will be open for the event and it is the last day of the year for the Farmers Market. Attractions will include a squad car for children to check out, provided by Fire and Police, a table run by the Health Department, and tours given by some of the departments in the Civic Center. Commissioner Kim Jankowski wanted to know how people, who may not be aware that Doors Open is taking place but are attending the Farmers Market, will be informed of the tours. She suggested announcements during the band. Kristin said they will hand out flyers from the OC booth and will have signage. Passports will be available for people to fill in and Kristin announced that Oak Creek is partnering with a few restaurants and providing coupons on the back of the passports. Valentine is offering a free coffee, Macs has a BOGO entrée, and Water Street Brewery has a coupon for a \$3- pint. She also mentioned that the social campaign is starting this week to tease businesses by showing pictures, facts, and hours of touring. Sarah Anderson, Executive Director of the South Suburban Chamber of Commerce, mentioned that six of the SSCC business are participating this year. Doug Seymour, Director of Community Development, thought it would be a good idea to start recruiting earlier next year, and maybe do a "Save the date" mailing. Leslie Flynn, Communications Coordinator, suggested a Sneak Peek Month, so businesses that are unable to participate on a Saturday, could choose a

week day during the month that would work better for them. Commissioner Kim Jankowski thought that a survey of what each business would want to see out of an event like this, would help area businesses to see what they actually get out of participating in this type of event.

**b. Discussion on Fall Festival.** Kristin Craig informed the Commissioners that the Fall Festival is on Saturday October 19<sup>th</sup> this year. It is one of the most popular events for OC and coincides with the last day of the Farmers Market. Last year's Fall Festival ended early due to 40 mile an hour winds that the tents could not withstand. This year there is a rain date set for Sunday the 20<sup>th</sup> in case Saturday's weather is bad. Cubanita's will be providing a beer trailer and featuring a special Octoberfest beer. The petting zoo will be back, along with live music, the hayrides through Emerald Preserve and the Library annual book sale featuring \$5- bags of used books. Swan's Pumpkin Farm donated 500 mini pumpkins this year. Matt Stein will have a science show for kids and there will be a Build Your Own Carmel Apple activity for all.

**c. Update on South Suburban Chamber of Commerce events.** Sarah Anderson, Executive Director, South Suburban Chamber of Commerce, told the Commissioners that she has now been employed with SSCC for 4 months and is working to better understand member needs. One of the biggest needs that she is aware of is communication in planning. To address this, she provided a calendar of Fall/Winter Events. Six of the Chamber Members are participating in Sneak Peek at Oak Creek. A speaker event series will be one of the highlights next year. Members have informed the Chamber that they would like to see high caliber, relevant, impactful speakers participating. Tuesday November 5<sup>th</sup> is the State of the City Address for Franklin featuring Mayor Steve Olson. Tuesday December 3<sup>rd</sup> is the Oak Creek State of the City Address with Mayor Dan Bukiewicz. The meetings were split to build additional quality time for the Mayors to speak, and allow more opportunity for crowd feedback. Sarah also mentioned the Women's Business Workshop, being held in December, featuring Sunaina Talwar, CEO of She Shines Authentically. Ms. Talwar will be doing a round table workshop with a mentor at each table. Commissioner Kim Jankowski congratulated Sarah on a job well done. Doug Seymour asked about scholarships for students to attend the Women's Business Workshop. Kristin Craig informed everyone that students had been sponsored in previous years, and the commissioners seemed interested in doing that again. Kristin also said that there are \$3,000 left in the sponsorship budget. Each sponsorship would be about \$30-. Kim said she thought it would be a good idea to sponsor students and wondered if food could be donated for the event. Sarah said they were looking into cupcakes and coffee with Valentine and Gi Gi's. It was mentioned that Pineapple Café donated food last year. The strategic action plan is still being worked on.

#### 4. Informational and discussion items

**a. Wisconsin Department of Tourism Assessment.** Kristin Craig let the commissioners know that the first meeting of the Wisconsin Department of Tourism Assessment went well. Both, City staff and business representatives attended. She said that collecting data is the first step in making the City more attractive and encouraging more visitors. A city survey has been created to gather data. At least 50 responses will be needed by the end of October. The survey will be on Facebook and

handed out at Oak Creek events, allowing both residents and businesses to participate. Doug Seymour suggested residents, businesses *and* visitors, be targeted to get a better idea of what tourism looks like in Oak Creek. It was suggested to give the surveys to hotels in the area to get visitors involved. Kim Jankowski asked if there would be a drop box for hotels to return. Catherine Roeske, City Clerk, suggested Leslie Flynn could put a logo on the survey to make it more noticeable as an official City survey. Commissioner Clint Wills said that he would put a survey box at the front desk and suggested coupons or swag bag to give out if tourists fill out the survey. Chic filet was mentioned as a possible donor of coupons. The target date to get the survey back is October 23<sup>rd</sup>.

Kristin said that in the October meeting there will be a presenter for the Bacon/5 keg 5k run. This event has been held in Racine in the past and the presenter would like to move the event to Lake Vista Park next year. The Bacon/5 keg race was able to bring people from Chicago and other areas to the hotels in Racine and could boost tourism in Oak Creek. The 5k run would be held the weekend before Labor Day next year. The Bacon/5 keg is a run that features booths set up so runners can “bacon hop” and “beer hop” after the race. Kim Jankowski suggested to have a walk/run instead of just a run to be more inclusive.

**Adjournment:** Commissioner Kim Jankowski made a motion to adjourn the meeting. Commissioner Jim Ruetz seconded the motion. All voted in favor and the meeting was adjourned at 8:58 am.

ATTEST:



10/14/2019

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Kristin Craig, Destination Marketing Specialist

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Date