

Tourism Commission Meeting
Monday, October 14, 2019
8:30am

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

Also in Attendance: 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

1. **Welcome/Call to order** – Commissioner Kim Jankowski called the meeting to order at 8:35 a.m.
2. **Approval of minutes of September 9, 2019 meeting** – Commissioner Jim Ruetz made a motion to approve the September 9, 2019 Tourism Commission meeting minutes as submitted. Alderman Ken Gehl seconded the motion. The minutes were accepted. Commissioner Kristie Busch abstained.
3. **New Business**
 - **Discussion and action on 2020 ‘Bacon5Kegs’ event at Lake Vista Park.**
 - Kristin Craig, Destination Marketing Specialist for Oak Creek informed the Commissioners that Patrick from 5KEvents could not make it to this meeting, but sent an information sheet to Kristin so she would be able to answer questions.
 - There would be no cost to the Tourism Commission as a result of the run taking place. Patrick is interested in collaborating with the City of Oak Creek to promote the race.
 - The goal for the Commission is to “piggy back” on the event and use the budget to enhance attendance.
 - The event, a bacon themed run, would take place the first weekend in September.
 - 5KEvents had previously held this event in Racine, but felt it was outgrowing the space. Last year around 300 were in attendance. Patrick had been to the OC Beer Garden and thought Lake Vista Park would be ideal.
 - September 4th a pig roast dinner and potentially a 5K glow run through the park would take place. September 5th the Bacon5Keg run would take place along with a bacon themed after party with beer.
 - Alderman Ken Gehl inquired as to whether a permit from the County of Milwaukee would be needed. It was decided that 5KEvents was responsible for this.
 - Cory Savage, from Savage Solutions, indicated ESPN and perhaps radio spots to advertise were in the works. He also suggested making some Bacon5Keg Oak Creek swag and T-shirts for the event.
 - The Commissioners decided that Patrick would be invited to the November Tourism Commission meeting and a vote would take place at that time.

- **Discussion and action on Entercom 2020 media proposal.**
 - Kristin Craig talked about the 2019 Media buy with 99.1 The Mix, a combination of on-site radio remotes, giveaways, and social promotion. 99.1 is interested in working with Oak Creek again in 2020. Given the positive numbers from last year, Kristin thought this would be positive partnership.
 - Cory Savage concurred and said that 99.1 also sees the benefit. They are giving Oak Creek the opportunity to a sale price on the proposed buy, that would not have to be paid in full until later in 2020.
 - Kristin said the Media budget numbers are not out yet, but should be comparable to last year's budget.
 - Cory also informed the Commissioners that 99.1 is the most listened to station in a work place setting. Given the changing media environment, he is confident that this would be a useful tool for drawing the target demographics to Oak Creek events.

Commissioner Jim Ruetz made the motion to adopt the Entercom 2020 media proposal.

Commissioner Kim Jankowski Seconded the motion. All were in favor.

- **Presentation on Visit Oak Creek website and social media.**
 - Cory discussed the 2019 YTD Handout put together by Savage Solutions showing where the City of Oak Creek is now in Social and Website Performance, and the direction that the City is moving.
 - The positive Social Media growth was stressed and Cory gave a nod to Leslie Flynn, Communications Coordinator of the City of Oak Creek for her excellent work promoting on the Oak Creek Facebook Page. Savage Solutions will be significantly increasing the social media budget for next year.
 - Cory wrapped up by stressing the benefits of social and digital promotion, and having measurable data to report. Between the low cost, the dedicated team that Oak Creek has in Kristin Craig and Leslie Flynn, and the positivity of all of the comments coming in, Savage Solutions is very excited about this coming year.
 - Commissioner Kim Jankowski thanked Cory Savage for his report and hard work.

4. Informational and discussion items

a) Sneak Peek at Oak Creek.

- Kristin informed the Commissioners of the increase in the number of business' that participated and the positive feed back from them this year.
- She mentioned some of the ideas for next year, including having a whole month of Open Doors to make it easier for more business' to be involved who may have not participated due to date and time restrictions.

b) Fall Festival.

- Kristin gave details on the upcoming Fall Festival Event to be held on Saturday, October 26th, 2019 from 9:00am to 6:00pm.

- At last count the number of people on social media that are interested in the event is 7,300, which is the most for any Oak Creek event.
- New vendors and food trucks will be participating, including O&H Bakery and Elsie May Pies. There will also be free activities such as the petting zoo and live music.
- Kristin will have extra signs showing available parking. Froedtert is going to make the parking structure available to attendees this year.

c) Drexel Town Square Tailgate event.

- The Tourism Commission is looking at having a pop-up event showing the Badger game live in the town square. It would be on an LED screen and under a tent.
- The possibility of Saturday, October 26th, 2019 or possibly the following week was discussed.
- Food trucks and the possibility of Cubanita's providing beer was mentioned.
- The Commissioners thought that even if attendance wasn't huge, it could be a launching pad for something bigger. It was decided to move forward with the October 26th date.

Adjournment: Commissioner Jim Ruetz made a motion to adjourn the meeting. Commissioner Ken Gehl seconded the motion. All voted in favor and the meeting was adjourned at 9:32 am.

ATTEST:



Kristin Craig, Destination Marketing Specialist

11/11/2019

Date