

Tourism Commission Meeting  
Monday, November 11, 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; Doug Seymour, Community Development Director, City of Oak Creek; Cory Savage, Savage Solutions; Patrick Flynn, 5KEvents; Dawn Carrillo, Oak Creek Farmers Market Manager; Dan Carlson, Sales Manager, Good Karma Brands; Nicole Hutchins, Marketing Consultant, Good Karma Brands

1. **Call to order and roll call.** Commissioner Jim Ruetz called the meeting to order at 8:30 a.m.
2. **Approval of the October 14, 2019 minutes.** Commissioner Kim Jankowski made a motion to approve the October 14, 2019 Tourism Commission meeting minutes as submitted. Commissioner Ken Gehl seconded the motion. All were in favor.
3. **New business.**
  - a. **Discussion and action on Bacon5Kegs event at Lake Vista Park.**
    - o Kristin Craig, Destination Marketing Specialist for Oak Creek introduced Patrick Flynn from 5KEvents who provided information about the proposed Bacon5Kegs event at Lake Vista Park and answered questions from the Commissioners.
    - o 5KEvents is proposing a 2-day event with a 3.1 mile run/walk the first weekend in September with no cost to the Tourism Commission. The Commissioners discussed how to leverage the event, promote it, and enhance the Lions' Event the same weekend.

Commissioner Kim Jankowski made a motion to move forward with having and supporting the Bacon5Kegs run into whatever level we feel fits our model best for 2020. Commissioner Kristie Busch seconded the motion. All were in favor.
  - b. **Discussion and action on 2020 ESPN media proposal.**
    - o Dan Carlson, Sales Manager, Good Karma Brands, and Nicole Hutchins, Marketing Consultant, Good Karma Brands presented a recap of the 2019 strategy and partnership for marketing and advertising that builds brand awareness using remote broadcasts to ESPN Milwaukee fans, on-site talent at Visit Oak Creek events, and promos leading up to and during each event.

- The Commission discussed the Wisconsin Football Viewing Party held on October 26<sup>th</sup> and ways to improve the event for 2020.
- Dan Carlson, Sales Manager, Good Karma Brands, and Nicole Hutchins, Marketing Consultant, Good Karma Brands presented their 2020 ESPN media proposal to the Commission and answered questions from the Commissioners.
- The Commission discussed reviewing a breakout of each of budget item at the next Tourism Commission meeting.

**c. Discussion and action on 2020 Savage Solutions contract.**

- Cory Savage, from Savage Solutions, presented a recap of the work Savage Solutions did in 2019, presented the 2020 Savage Solutions contract, and answered questions from Commissioners.
- The Commission discussed the 2020 Savage Solutions contract and asked for feedback from staff about advertising and consulting services used by the City of Oak Creek.

Commissioner Kim Jankowski made a motion to approve Cory's ask of \$48,000 for the 2020 season. Commissioner Ken Gehl seconded the motion. All were in favor.

**d. Discussion on 2020 Tourism Commission budget.**

- Kristin Craig, Destination Marketing Specialist for Oak Creek distributed copies of the 2020 Tourism Commission budget, responded to questions and comments from the Commissioners about specific line items, and indicated a breakdown of each line item will be presented at the next Tourism Commission meeting.
- The Commission discussed the 2020 Tourism Commission budget.

Commissioner Kim Jankowski made a motion to approve the 2020 Tourism Commission budget as presented today. Commissioner Kristie Busch seconded the motion. All were in favor.

**4. Informational and discussion items.**

**a. Farmers Market.**

- Dawn Carrillo distributed a handout and gave a presentation about the Farmers Market and responded to questions and comments.

**b. Fall Festival.**

c. Wisconsin Viewing Party.

d. Women in Business Workshop & Social.

- o Kristin Craig, Destination Marketing Specialist for Oak Creek provided information about the Women in Business Workshop & Social event and responded to questions and comments.

**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 10:32 am.

**ATTEST:**



12/9/2019

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**Kristin Craig, Destination Marketing Specialist**

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**Date**