

Tourism Commission Meeting
Monday, January 13, 2020
8:30am

Attendees: Alderman Ken Gehl, Kim Jankowski, Kristie Busch

Also in Attendance: Kristin Craig, Destination Marketing Specialist, City of Oak Creek; Leslie Flynn, Communications Coordinator, City of Oak Creek; Catherine Roeske, City Clerk, City of Oak Creek; Doug Seymour, Director of Community Development, City of Oak Creek; Cory Savage, Savage Solutions; Jeremy Fojut, NEWaukee; Wyatt Tinder, NEWaukee

1. **Welcome/Call to order** – Alderman Ken Gehl called the meeting to order at 8:32a.m.
2. **Approval of minutes of December 9, 2019 meeting** – Approval of the minutes for the December meeting was postponed due to the absence of enough commissioners who were present at that meeting.
3. **New Business**

- **Discussion and action on 2020 Traveling Food Truck Tour proposal.**

- Kristin Craig, Destination Marketing Specialist for Oak Creek informed the Commissioners that the 2020 Traveling Food Truck proposal would be budgeted at \$5000.
- Included in that budget would be coordination of the food trucks, the food permits, live music, promotion and a beer trailer.
- The Community Partners for 2020 would be Brookfield, Thiensville, Grafton and Waterford.
- Last year was budgeted at \$6000 due to having 5 dates instead of the 4 proposed for 2020.
- Promotion for the Tour will be handled by The Milwaukee Journal Sentinel and radio ads.

Commissioner Kim Jankowski made a motion to approve the proposed 2020 Traveling Food Truck Tour. Commissioner Kristie Busch seconded the motion. All were in favor.

- **Discussion and action on 2020 NEWaukee Confluence event proposal.**

- Jeremy Fojut and Wyatt Tinder of NEWaukee, informed the Commissioners of the proposed date of September 19th, 2020 from 4pm -8pm at Lake Vista Park for the Confluence event.
- Included in the proposal would be live music and entertainment, food trucks, craft vendors, craft beer, and live art making to view and in which to participate.
- NEWaukee's goals for the 2020 Confluence will be to showcase Oak Creek, bring more people from the Greater Milwaukee and surrounding areas to the City, highlight Lake Vista Park and the City's artist and maker scene, and help to build community within Oak Creek.

- Jeremy and Wyatt set forth a timeline beginning with a planning meeting to be held sometime in February, a design and copywriting meeting for March, event planning and production from April – June, and event promotion from June – September.
- The event will be coinciding with a Beer Garden this year which should help boost attendance.
- Different types of vendors and art were discussed including temporary murals and chalk drawings.
- All who attended the meeting were concerned about having a rain date in place this year. Jeremy and Wyatt informed that to do so would boost the budget considerably as it is not common practice with this type of event. Vendors tend to have a rain clause in their contract and need retainer fees to hold the date, and the stage and bathrooms need to be available. The possibility of having a 2-day event was suggested. All the Commissioners gave positive feedback regarding this idea. Cory Savage of Savage Solutions suggested to book the September 19th date and discuss the possibility of a second day and larger budget to accommodate, at the meeting planned for February.

Commissioner Kim Jankowski made the motion to approve the September 19, 2020 date and the \$20,000 proposed budget for the Confluence. Commissioner Kristie Busch seconded the motion. All were in favor.

- **Discussion and action on 2020 ESPN media proposal.**

- Kristin announced that the proposal for the official ESPN 2020 media budget, that Savage Solutions put together, is \$13,500. That proposal includes radio ads, social promotion and on-site activation for events.
- Oak Creek currently has a partnership for advertising and promotions budget with 99.1 and Discover Wisconsin, and is looking into Radio Milwaukee and OTT ads and social boosts.
- Kristin conveyed her confidence in the proposal as a good fit and value for the budget. Cory Savage of Savage Solutions concurred.

Commissioner Kristy Busch made a motion to approve the \$13,500 ESPN 2020 media proposal. Commissioner Kim Jankowski seconded the motion. All were in favor.

4. Informational and discussion items

- a) **Oak Creek event calendar.**

- Kristin presented the official 2020 Event Calendar including the Confluence event, pending approval. She will be printing magnets and distributing them to restaurants and business throughout the area. Promotion will also be on Facebook and in the Acorn.
- The Sneak Peek date on the calendar says “Month of September” due to the possibility of having a whole month event instead of a single day to make it easier for more businesses to be involved.

b) Winterfest.

- Kristin gave details on the upcoming Winterfest event to be held on Saturday, February 15th, 2020 from 10:00am to 4:00pm in Drexel Town Square.
- The event will again feature ice sculptures sponsored by local businesses. Ice carving demos will be done by Art Below Zero.
- This year Oak Creek is partnering with an event rental company from Greendale called Music on the Move. They will be providing an artificial ice rink to put in the center of Drexel Town Square for Friday and Saturday. Friday is Valentine's Day and skating will be available that day as a special pop up experience. The skating will be free for attendees of the Winterfest event on Saturday.
- Ideas for a horse and carriage and special lighting and projection mapping for Drexel Town Square were suggested.

Adjournment: Commissioner Kristie Busch made a motion to adjourn the meeting. Commissioner Ken Gehl seconded the motion. All voted in favor and the meeting was adjourned at 9:27 am.

ATTEST:



Kristin Craig, Destination Marketing Specialist

2/10/2020

Date