

Tourism Commission Meeting  
Monday, February 10, 2020  
8:30 a.m.

Attendees: Alderman Ken Gehl, Kim Jankowski, Commissioner Kim Jankowski, Commissioner Jim Ruetz

Also in Attendance: Kristin Craig, Destination Marketing Specialist, City of Oak Creek; Catherine Roeske, City Clerk, City of Oak Creek; Doug Seymour, Director of Community Development, City of Oak Creek; Sarah Anderson, South Suburban Chamber Director

1. **Welcome/Call to order** – Alderman Ken Gehl called the meeting to order at 8:35 a.m.
2. **Approval of minutes of December 9, 2019 and January 13, 2020 meetings** – Alderman Ken Gehl made a motion to approve the minutes of the December 9, 2019 and January 13, 2020 meetings. Commissioner Jim Ruetz seconded the motion. All were in favor.
3. **New Business**
  - **Discussion and action on 2020 Connect.The.Dots Marketing Services Contract.**
    - Doug Seymour, Director of Community Development, introduced Gary Billington of Connect.The.Dots Marketing Services.
    - Gary Billington discussed with commission members and answered questions about his role as business liaison for the city.
    - Gary cited Zund as a recent success in bringing business to Oak Creek- increasing revenue to area hotels and Drexel Town Square businesses as this is their North American headquarters.
    - Gary has extensive connections with economic development services and commercial real estate brokers. He meets with Doug and Andrew monthly, and is consistent with following through with potential clients.

Alderman Ken Gehl made a motion to approve the proposed 2020 Connect.The.Dots contract. Commissioner Kim Jankowski seconded the motion. All were in favor.

  - **Discussion and action on 2020 sponsorship opportunities- Art in the park**
    - Commissioner Kim Jankowski discussed and answered questions with the commission about the 2020 Art in the Park.
    - This event is well attended and growing. All money raised from this event is given back to the students and teachers districtwide in the form of grants.

Commissioner Kim Jankowski made the motion to approve the \$2,000 sponsorship for Art in the Park 2020. Commissioner Jim Ruetz seconded the motion. All were in favor.

- **Discussion and action on 2020 sponsorship opportunities- Community Center Concert Series**
  - The commissioners discussed upcoming Community Center events and it was recommended that they start with a sponsorship to the concert series. If other Community Center event opportunities arise during the year they could discuss further sponsorships at that time.

Commissioner Kim Jankowski made the motion to approve the \$1,000 sponsorship for the Community Center 2020 Concert Series. Alderman Ken Gehl seconded the motion. All were in favor.

#### 4. Informational and discussion items

##### a) South Suburban Chamber of Commerce events.

- Sarah Anderson, South Suburban Chamber Director, provided information and answered questions from the commission on upcoming Chamber events for 2020.
- Hosting and sponsorship opportunities are available for several events including First Tuesday Speaker Series, Educational Workshop & Social, Chamberfest, Sneak Peak, and Women in Business Workshop & Social.

##### b) Winterfest.

- Kristin Craig, Destination Marketing Specialist, provided information to the commission on Winterfest's 2-day events.
- Friday from 4 p.m. to 9 p.m. will be Date & Skate. Area restaurants will be offering specials. There will be a heated tent, beer and ice skating in the square.
- Saturday from 10 a.m. to 4 p.m. will be Winterfest featuring fun events and many unique vendors.
- Volunteers from the Salvation Army and the High School will be on hand to help with the events.

**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 9:34 am.

ATTEST:



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Kristin Craig, Destination Marketing Specialist

3/9/2020

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Date