

Tourism Commission Meeting  
Monday, March 9, 2020  
8:30 a.m.

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

Also in Attendance: Kristin Craig, Destination Marketing Specialist, City of Oak Creek; Doug Seymour, Director of Community Development, City of Oak Creek; Leslie Flynn, Communications Coordinator, City of Oak Creek; Matt Sullivan, Assistant City Engineer, City of Oak Creek; Andrew Vickers, City Administrator, City of Oak Creek; Sarah Anderson, Executive Director, South Suburban Chamber of Commerce

1. **Welcome/Call to order** – Commissioner Jim Ruetz called the meeting to order at 8:30 a.m.
2. **Approval of minutes of February 10, 2020 meetings** – Commissioner Kim Jankowski made a motion to approve the minutes of the February 10, 2020 meeting. Alderman Ken Gehl seconded the motion. All were in favor.

3. **New Business**

- **Consider a motion to approve the 2020 Farmers Market Manager stipend**
  - Andrew Vickers offered background information on the request for the Farmers Market Manager stipend. In consideration of the Market Manager's commitment of time every weekend during the market season, he and Mayor Dan Bukiewicz felt a \$15,000 annual stipend was a reasonable amount.

Commissioner Kim Jankowski made a motion to approve the 2020 Farmers Market Manager stipend. Alderman Ken Gehl seconded the motion. All were in favor.

4. **Informational and discussion items**

- a) **Economic Forum**

- Kristin Craig explained the partnership between the Tourism Commission and the Chamber of Commerce to create economic forum events. Postcards advertising these events were sent by the Chamber to all of the businesses in Oak Creek.
  - Commissioner Kim Jankowski, as well as Lisa Erickson of US Bank, will be involved in an economic forum on Thursday, March 19 at the Ascension facility in Franklin. This will be a free event.
  - Another future event will be a presentation on the development at 13<sup>th</sup> Street and Drexel Avenue.

b) Winterfest

- Kristin Craig recapped the Date & Skate and Winterfest event.
  - The DTS restaurants gave positive feedback on increased business due to promotion of their specials during the event.
  - Kristin Craig presented statistical responses from the survey which was sent out after the event took place.
  - There was discussion regarding some of the logistical issues with the artificial ice rink and the possibility of making some changes for next year.
  - Andrew Vickers suggested staggering the ice carving at various times for attendees who don't stay for the entire event.
  - Doug Seymour inquired if parking was an issue. Kristin Craig responded that because of the low temperatures, attendees had to walk from the Froedtert parking structure to the square in the cold. Andrew Vickers mentioned future permanent signage on 6<sup>th</sup> Street that will direct visitors for this and other events to the Zund parking lot.

**Adjournment:** Commissioner Kim Jankowski made a motion to adjourn the meeting. Alderman Ken Gehl seconded the motion. All voted in favor and the meeting was adjourned at 8:50 am.

ATTEST:



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Kristin Craig, Destination Marketing Specialist

5/11/2020

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Date