

Tourism Commission Meeting
Monday, May 11, 2020
8:30 a.m.

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

Also in Attendance: Kristin Craig, Destination Marketing Specialist; Catherine Roeske, City Clerk; Doug Seymour, Director of Community Development; Leslie Flynn, Communications Coordinator; Cory Savage, Savage Solutions; Darcy Dubois, Public Health Officer; Michael Kressuk, Fire Chief; Matt Gordy, Savage Solutions

1. **Welcome/Call to order** – Commissioner Clint Wills called the meeting to order at 8:32 a.m.
2. **Approval of March 9, 2020 meeting minutes** – Alderman Jim Ruetz made a motion to approve the minutes of the March 9, 2020 meeting. Commissioner Kim Jankowski seconded the motion. All were in favor.
3. **New Business**
 - **Informational- Covid 19**
 - Public Health Officer Darcy Dubois gave the commission members the most recent statistics for Covid 19 positive and negative tests and total deaths for the City of Oak Creek, County of Milwaukee, and State of Wisconsin.
 - There has been an increase in testing, and with that a large increase of negative test results.
 - The Health Department is working with community partners such as schools, businesses and long-term care facilities to educate them on how to prevent the spread of Covid 19 and help them prepare to reopen safely for employees and the public.
 - **Informational- Small Business Gift Card Program**
 - The city is purchasing gift cards from non-franchised businesses in an effort to support and drive business to them.
 - A social media campaign has begun where people can be nominated to receive a gift card for their positive impact in the community.
 - The city would then distribute the gift cards as a thank you to those individuals doing good or that are in need.
 - There is a resource list on the main page of the city's website for businesses to find information on aid and assistance during the pandemic.
 - The Chamber is also sending its members a weekly Covid 19 response newsletter with helpful financial resource links.

4. Informational and discussion items

a) 2020 Community Events

- On the recommendation from the Health Department, the city will cancel its June events. Both the food truck tour and the outdoor movie scheduled for the end of June will be rescheduled to a later date.
- Also, the beer garden and summer solstice events would be difficult to run given the current situation and will be rescheduled at a later date if possible.
- The possibility of doing an outdoor movie night with Marcus movie theater in their parking lot was suggested as a potential community activity.
- Chamberfest, an event that is to take place in August where the Chamber members are the vendors, could be altered to team up with the Tourism Commission to further aid small businesses.

b) Oak Creek Farmer's Market

- The Oak Creek Farmer's Market will be held each Saturday June 6th until October 24th (except on the 4th of July).
- Social distancing practices will be in place by spreading the booths out and hand sanitizer stations will be made available.
- The possibility of a pickup option (residents place their orders online and vendors pre-package items and deliver to residents' cars) is in development.
- The market has been scaled down, there will not be musical performances or kids' activities. These may be reintroduced later in the season if it is deemed safe.

Adjournment: Commissioner Jim Ruetz made a motion to adjourn the meeting. Alderman Ken Gehl seconded the motion. All voted in favor and the meeting was adjourned at 9:14 a.m.

ATTEST:



Kristin Craig, Destination Marketing Specialist

7/13/2020

Date