

Tourism Commission Meeting
Monday, July 13, 2020
8:30 a.m.

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

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; Leslie Flynn, Communications Coordinator, City of Oak Creek; Andrew Vickers, City Administrator, City of Oak Creek; Sarah Anderson, Executive Director, South Suburban Chamber of Commerce; Cory Savage, Savage Solutions; Matt Gordy, Savage Solutions

1. Welcome/Call to order – Commissioner Clint Wills called the meeting to order at 8:36 a.m.
2. Approval of minutes of May 11, and June 8, 2020 meetings – Commissioner Jim Ruetz made a motion to approve the minutes of the May 11, 2020 meeting. Alderman Ken Gehl seconded the motion. All were in favor. Commissioner Jim Ruetz made a motion to approve the minutes of the June 8, 2020 meeting. Alderman Ken Gehl seconded the motion. All were in favor.
3. New Business
 - a) Discussion on updated 2020 community event calendar
 - o Andrew Vickers, City Administrator spoke to the commission about the remaining 2020 event calendar and specifically requested feedback from the commission about the upcoming dog days event.
 - o The Commissioners gave their input on the upcoming Farmers Market, and Dog Days event, and agreed if the events could be held safely they wanted to move forward with having them.
 - o Kristin Craig, Destination Marketing Specialist of Oak Creek, discussed that with the current situation the overall plan is to meet with the health department monthly and discuss the guidelines for future events. The events that were planned for June, will be pushed back to August and September.
 - b) Presentation on tourism marketing plan
 - o Cory Savage, Savage Solutions, explained that in regard to media spending without the addition of events, spending will decrease. He also added that he and Kristin Craig have been working with media vendors that do not let people out of contract, roll the amount over onto the following year.
 - o Matt Grody provided an overview of the marketing plan at the beginning of the year. This year there have only been two events that have been advertised on social media; Winterfest and the Drexel Town Square Date and Skate.

- Matt Gordy discussed that as a result of Covid-19 the marketing goals changed, and the main goal became building brand awareness, and engaging the community.
- With the cancellation of City events as a result of Covid-19 there was a decrease in engagement and clicks however followers are still increasing and are more engaged than before.
- As there are less events to focus on and promote, the focus will be on what they will be sharing on social media and focusing on positive stories.
- Kristin Craig informed that Savage Solutions was able to cancel the purchased airport advertising for the DNC, and was able to get the money back, those funds will be allocated towards other events.

4. Informational and discussion items

a) Tourism Commission Budget

- Kristin Craig explained that as not as many people are staying at hotels, the budget will be looking different this year. If they do go over budget this year they will be looking to borrow from Community Development and pay that back next year.

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 9:20 am.

ATTEST:



Kristin Craig, Destination Marketing Specialist

8/11/2020

Date