

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

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

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; Sarah Anderson, Executive Director, South Suburban Chamber of Commerce; Cory Savage, Savage Solutions

1. Welcome/Call to order – Commissioner Jim Ruetz called the meeting to order at 8:32 a.m.
2. Approval of minutes of July 13th meeting – Commissioner Jim Ruetz made a motion to approve the minutes of the July 13, 2020 meeting. Alderman Ken Gehl seconded the motion. All were in favor. Commissioner Kim Jankowski and Commissioner Kristie Busch abstained.
3. New Business
 - a) Presentation on Dog Days at Drexel
 - o Kristin Craig, Destination Marketing Specialist of Oak Creek, informed all present that Dog Days at Drexel was held Friday, July 24th and Saturday, July 25th. Fifteen vendors on Friday and 16 on Saturday were there, alongside the Farmers Market that took place on Saturday.
 - o The event had good weather and Commissioner Kim Jankowski guessed that the attendance was around 200-300 on Friday and 200-400 on Saturday. She said that people seemed pleased with the event. The Farmers Market vendors reported that sales remained about the same as any other Saturday.
 - o All seemed satisfied with the social distancing, hand sanitizing stations, and DPW staff on hand to help with disinfecting.
 - b) Presentation on Food Truck Tour
 - o Kristin Craig explained that the Food Truck Tour took place on Wednesday, July 29th. There were 14 trucks, spread to the outsides of the Square and in parking spots on the street. Masks were worn by the vendors and there seemed to be good social distancing.
 - o Doug Seymour, Director of Community Development, asked if Kristin thought the Tour offered Health and Safety standards that were on par with the City's standards. Kristin said that they provide 4 people who sanitize, clean, and make sure the vendors are wearing masks.

- The June Food Truck Tour was pushed back to September. There are now 3 Food Truck Tours left for the remainder of the year. One of the tours is scheduled for August and the other two for September.

4. Informational and discussion items

a) Oak Creek Beer Gardens

- Kristin Craig explained that there are 2 Beer Gardens scheduled for the remainder of the year. The first Beer Garden is to be held August 20th – 23rd in Drexel Town Square. There will be live music and The Explorium Brewpub is going to be offering a mix of craft beers from local brewers. Sunday will be combined with Chamberfest. Sarah Anderson, Executive Director, South Suburban Chamber of Commerce, informed the Commissioners that they have 18 confirmed services and products from Chamber Members that will be available that day. In addition, Pina Mexican Eats and Saz's Hospitality Group, both Chamber Members, will be providing food.
- The second Beer Garden will be held September 17th- 20th at Lake Vista Park. Saturday will be combined with the Confluence Event. It was discussed that extra advertising on Facebook and the City website be used to encourage people to bring their own chairs, and that extra signage be made to remind people of the Governor's mask order. The idea to use red and green bricks to indicate clean or dirty tables was also brought up.

b) Bacon5Kegs Walk/Run

- Some changes to the Bacon5Kegs Walk/Run have been made due to the pandemic. The event will now only take place on Saturday, August 5th at Lake Vista Park. There will be a masked check-in the morning of the event, and then, during the run, no mask will be required but social distancing will need to be observed. After the walk/run, there will be a gathering with food and beverages provided by vendors. Registration for the walk/run is online.

c) The Confluence Art Event

- The Confluence Art Event will take place on Saturday, September 19th at Lake Vista Park in conjunction with the Beer Garden running from the 17th -20th. Since last year was rained out, more is being scheduled for this event. Live music, food trucks, chalk drawings, on site paintings and around 20 art vendors will be part of the lineup.
- NEWaukee will be advertising on their website and Facebook page with links to the Visit Oak Creek page included. There has already been some interest shown on the City's Facebook page.

- Commissioner Kim Jankowski offered to connect Kristin Craig to an event photographer she knows who does fun things with texting photos.

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 9:03 am.

ATTEST:



9/14/2020

Kristin Craig, Destination Marketing Specialist

Date