

Tourism Commission Meeting
Monday, March 8, 2021
8:30 a.m.

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

Also in Attendance: Laura Nelson, Tourism & Business Relations Manager, 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; Catherine Roeske, Clerk, City of Oak Creek; Ted Johnson, Director of Public Works, City of Oak Creek

1. **Welcome/Call to order** – Commissioner Clint Wills called the meeting to order at 8:31 a.m.
2. **Approval of minutes February 8, 2021 meeting** – Commissioner Jim Ruetz made a motion to approve the minutes of the February 8, 2021 meeting. Commissioner Kim Jankowski seconded the motion. All were in favor.
3. **New Business**
 - **Proposed Tourism Commission Bylaws**
 - Laura Nelson informed the Commissioners that she worked with Doug Seymour and Melissa Karls to put together the rough draft of the proposed bylaws that explain who Oak Creek Tourism Commission is as an organization and how it operates. This is in preparation for applying to Destinations Wisconsin and Sports ETA.
 - There were a couple questions as to the wording in the document.

Alderman Ken Gehl made a motion to approve the proposed Tourism Commission Bylaws pending the review and clarification of the City Attorney. Commissioner Jim Ruetz seconded the motion. All were in favor.

- **Proposed Brewfest Partners Agreement**
 - The proposed agreement with Brewfest would be a temporary partnership. It would help eliminate most of the work and responsibility of running the Beer Garden, saving time and effort for the City. The “up front” cost would be \$2500 and revenue from each Beer Garden could be \$4,000-\$10,000.
 - The contract is a very rough draft that is not ready to be approved as is.
 - There were some questions about the restrictions to branding in the contract. Doug Seymour voiced some concern regarding losing the ability to brand the Beer Garden the way the City would like.

- Both Abendschein and Petrifying Springs agreed that the contract itself needs work, but the temporary partnership is a good idea.
- Laura proposes to have four Beer Gardens this year. They would be every 3rd weekend, June-September, all at Abendschein Park.
- Laura explained that tabling the approval of the contract would not cause any big problems but would prevent solidifying the exact dates and delay the procurement of sponsors.

Commissioner Clint Wills and Commissioner Jim Ruetz recommended the contract be tabled until it can be further refined and some clarifications made.

- **Food Truck Tour Agreement**

- It was explained that the contract would be very similar to last year. It will be a \$5,000 up front, turn key event taking place every last Wednesday of the month from June-September.
- Alderman Ken Gehl would like to have the food trucks plug in to available City power and not use their generators this year.

Commissioner Clint Wills made a motion to approve the proposed 2021 Food Truck Tour Agreement. Commissioner Jim Ruetz seconded the motion. All were in favor.

- **Pier Pups Agreement**

- This is the same type of contract as last year. \$2500 turn key set up. The event would take place Friday and Saturday, July 23rd and 24th.
- Laura is looking at keeping the event simple this year considering the budgetary restrictions, and that she is just stepping into her roll. She has the expectation that she may be able to expand it to Sunday in years to come.

Commissioner Jim Ruetz made a motion to approve the 2021 Pier Pups Agreement. Alderman Ken Gehl seconded the motion. All were in favor.

4. Informational and discussion items

- a) **Sponsorship Efforts**

- Laura Nelson discussed with the Commission that the sponsorship efforts have been delayed and are contingent on the Brewfest contract, although she, Leslie Flynn, Dawn Carrillo and Carolyn Bukiewicz have met and decided on a process. There are some details that still need to be put into place, but they are actively working on it and she hopes that she will be meeting face to face, in person, or via zoom, very soon.

b) Mission Statement

- Laura Nelson discussed with the Commission her suggestion to come up with a mission statement. She believes that it would help to give focus and direction to the Commission.
- Ken Gehl suggested that she work on that outside of a meeting setting. It was also suggested a sub-committee be assembled to help Laura put together the framework for a mission statement.
- Laura agreed to put together a sub-committee and get things started.

Adjournment: Commissioner Clint Wills made a motion to adjourn the meeting. Commissioner Kim Jankowski seconded the motion. All voted in favor and the meeting was adjourned at 8:58 a.m.

ATTEST:



Laura Nelson, Tourism & Business Relations Manager

4-19-21
Date