

Tourism Commission Meeting
Monday, April 12, 2021
8:30 a.m.

Attendees: Alderman Ken Gehl, Commissioner Kim Jankowski (Present as of approximately 8:48 a.m.), 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; Catherine Roeske, Clerk, City of Oak Creek; Dan Bukiewicz, Mayor, City of Oak Creek; Kevin Koenig, Information Technology Manager, City of Oak Creek

1. **Welcome/Call to order** – Commissioner Clint Wills called the meeting to order at 8:33 a.m.
2. **Approval of minutes March 8, 2021 meeting** – Commissioner Jim Ruetz made a motion to approve the minutes of the March 8, 2021 meeting. Alderman Ken Gehl seconded the motion. All commissioners present were in favor.
3. **New Business**
 - **Proposed Mission Statement, as presented by the Sub-Committee**
 - Jim Ruetz informed the Commissioners that the goal of the Sub-Committee was to look at the elements of the Mission Statement, and have it laid out so that if in the future they wanted to do a more strategic development they could.
 - There was a general discussion about the two proposed mission statements:
 - Option 1: To direct hotel/motel tax dollars to grow tourism by promoting leisure, sports, and business travel, resulting in economic prosperity for Oak Creek businesses, organizations, and the people who live and work in our community.
 - Option 2: To direct hotel/motel tax dollars to grow tourism and economic vitality by promoting leisure, sports, and business travel, resulting in prosperity for Oak Creek business, organizations, and the people who live and work in our community.

Alderman Ken Gehl made a motion to adopt Option 2 as the Oak Creek Tourism Commission Mission Statement. Commissioner Jim Ruetz seconded the motion. All commissioners present were in favor.

- **Proposed Brewfest Partners Updated Agreement**
 - Laura Nelson informed the Commissioners that Melissa Karls; City Attorney, made all edits to the document that was proposed by Brewfest Partners, and approved the tweaks made by Laura and Curt as well. Both, Curt the head of Brewfest Partners, and Melissa agree that this is a document they are comfortable with moving forward.

- Laura provided the Commissioners with testimonials of how great of a job Brewfest partners can do, and how much confidence previous partners have had in Curt and his team.
- There was some discussion regarding the restrictions to branding if they chose to part ways with Brewfest in the future, and the ability to revert back to Oak Creek Beer Garden if they wanted to instead of Pop-Up Beer Garden Oak Creek with no issues.

Commissioner Clint Wills made a motion to approve the updated Brewfest Partnership Agreement as enclosed in the emails that were sent with the meeting notice. Commissioner Jim Ruetz seconded the motion. All were in favor.

4. Informational and discussion items

a) Sponsorship Efforts

- Laura Nelson updated the Commissioners that now that the Brewfest Partners Agreement is approved, they can move forward with an official sponsorship document.
- Leslie recommended that due to COVID and people's continued concerns, that they create a document that is more adaptable and distribute in a folder in case of any changes.
- Laura mentioned that Doug, Mayor Dan, and Andrew have all said that they would be instrumental in creating partnerships. The Administrative team is ready to send out the sponsorship document to local businesses, and she will be ready to have conversations regarding customizing the different benefit packages that'll work for the larger businesses especially.
- Mayor Dan mentioned that the sponsorship that needs to be looked at sooner rather than later is for the Farmers Market, specifically the WIC program.

b) Returning to In-person Meetings

- Doug Seymour informed the Commission that during the large leadership team discussions, they discussed the back to in-person meeting protocol and it is anticipated that at the Common Council meeting of May 4th, the Council will have the opportunity to take action on the extension of the executive emergency order or to let that lapse. If it lapses, the direction that has been given is that they would be going back to in-person meetings at least for the Boards and Committees. Most likely moving forward past Memorial Day the expectation would be for in-person meetings.
- Alderman Ken Gehl stated that the Council's directive is to prepare to resume normal activities and normal operations after the May 4th, Common Council meeting.

c) Website (s)

- Currently there are two different websites that deliver the same information. There is the City tab on the website, that delivers Tourism information, and then there is a Visit Oak Creek site that is laid out in a different format but has the same information.

- There was some discussion regarding whether or not both sites are needed moving forward as keeping up with both sites can be labor intensive and confusing to the audience.
- Leslie informed the Commission that the Visit Oak Creek site was developed by Savage when they were under contract with them and it is a WordPress site therefore it uses a different software component than what we use with the City's website.
- They do have the ability to take the Visit Oak Creek domain name and have it linked to the Visitors site on the City's website, that way there is only one website being used, making it easier to maintain.
- Alderman Ken Gehl would like to see some fine tuning or updates and confirmation at the next meeting that, that in fact is feasible and that we have the skillset and resources to make sure it is a functional, attractive, and effective way to do it.

Adjournment: Commissioner Kim Jankowski made a motion to adjourn the meeting. Commissioner Alderman Ken Gehl seconded the motion. All voted in favor and the meeting was adjourned at 9:15 a.m.

ATTEST:



Laura Nelson, Tourism & Business Relations Manager

5-17-21

Date