

Tourism Commission Meeting
Monday, May 17, 2021
8:30 a.m.

Attendees: Alderman Ken Gehl, 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; Ted Johnson, Director of Department of Public Works, City of Oak Creek

1. **Welcome/Call to order** – Commissioner Clint Wills called the meeting to order at 8:30 a.m.
2. **Approval of minutes April 12, 2021 meeting** – Commissioner Jim Ruetz made a motion to approve the minutes of the April 12, 2021 meeting. Alderman Ken Gehl seconded the motion. All commissioners present were in favor.
3. **New Business**
 - a) **Proposed Website Plan as presented by Laura Nelson, Tourism & Business Relations Manager**
 - Laura Nelson informed the Commissioners that she, Leslie Flynn and Kevin met to come up with ideas to streamline the website. She presented screen shots along with notes to support her proposal of a Visit Page that looks very similar to the home page of the City site with improvements to the aesthetics of the page as well as make it more visually stimulating. By doing this, the Savage/WordPress page will go away and be redirected to the new Visit Page site.
 - There was general discussion regarding how the sites will be merged as well as how the new website will be a “one stop shop” for events happening in the City. There was concern how the new website can be accessed from any search engine and that the new website will be the first choice when googled. There was discussion on the benefits of having all information in one spot on the City’s website. The consensus of the Commission was to move forward with the new Visit Page – no motion was needed.
 - b) **Resignation/Recognition of Kristie Busch presented by Laura Nelson, Tourism & Business Relations Manager**
 - Laura Nelson indicated that she had the proclamation for Kristie Busch and that she was resigning due to other commitments.
 - There was discussion on how the process works on filling the vacant position – no motion needed.
4. **Informational and discussion items**
 - a) **Sponsorship Efforts**
 - Laura Nelson updated the Commissioners that she is working with Froedtert and Connect Cell on potential contracts to help subsidize event expenses.

- Laura received a list of contacts from Mayor Dan that she will follow up with to discuss potential sponsorship opportunities with them.

b) Commission Volunteerism

- Laura Nelson requested direction on how to handle the Commissions' opportunities to volunteer at various events.
- The Commission indicated to Laura to present the opportunities to the Commission members for their consideration on volunteering.
- The process for running the Beer Gardens are different this year. It includes set up and tear down by the Oak Creek High School kids and an event manager through Brew Fest partners who will be taking care of instructing the volunteers what needs to be done, etc.
- Laura suggested to have a Tourism tent for some of the Farmer's Markets and other events to be staffed by members of the Commission. Explaining what the Commission does and how they help the City.
- Ted Johnson inquired if Laura had been in contact with Cindy and Jenny regarding the DPW seasonal employees working a Tourism event. Laura will reach out to Cindy and Jenny at DPW to find out how many employees were provided in the past and what the needs are for this year's events.

c) Innkeepers Meeting

- Laura would like the Innkeepers to have a stronger voice and to connect them with the Commission to gather more information and to direct the tourism efforts appropriately. The Innkeepers are the biggest stakeholders in the City for funding Tourism.
- On May 26th at 3:30 p.m., the City is hosting an Innkeepers meeting and Laura will inform the attendees what the Tourism area does for the City as well as her desire to collect data from them regarding occupancy, etc. Laura would like to invest her time and efforts where the Innkeepers need it most.
- Laura will send an invitation to the Commissioners if they would like to attend the meeting as well.
- Doug mentioned that the City is now collecting taxes from the AirBnB and the in-home rentals. The Zoning consultant has proposed a minimum length of stay (7 days) for these types of facilities. However, there will have to be further discussion as to what the State allows so that the City follows that as well.
- There are very few AirBnB's and VRBO's in the City.

Adjournment: Commissioner Alderman Ken Gehl made a motion to adjourn the meeting. Commissioner Jim Ruetz seconded the motion. All voted in favor and the meeting was adjourned at 8:59 a.m.

ATTEST:



Laura Nelson, Tourism & Business Relations Manager

8-10-21

Date