

Tourism Commission Meeting
Monday, August 9, 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; Catherine Roeske, Clerk, City of Oak Creek; Paula
Nevarez, Interim Recreation Director, 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 May 17, 2021 meeting** – Commissioner Jim Ruetz made a motion to approve the minutes of the May 17, 2021 meeting. Alderman Ken Gehl seconded the motion. All were in favor.
3. **New Business**
 - **Innkeepers Meeting Report**
 - Laura Nelson reported that while the Innkeepers meeting was not very well attended, they did have a good cross-section with representatives from Towne Place Suites, Motel 6, and Stand Rock Hospitality. Laura and Kim have connected with MATC and will be working with them to have a Hospitality job fair, and also connect the Innkeepers with the ESL program there.
 - Because the Innkeepers present showed hesitancy with regards to sharing data, Laura is looking into subscribing to the STR Destination, as a means to obtain area occupancy reports. Laura will report back to the Commission when she receives the quote.
 - They will be meeting on a quarterly basis, with the next meeting scheduled for September.
4. **Informational and discussion items**
 - a) **Event Update**
 - Laura Nelson updated the Commissioners on the recent events that have taken place- The Biergarten, Food Truck Festival, and Dog Days. They have all been well attended, and she has received no negative feedback on the events. There was some discussion among the Commissioners regarding the Farmer's Market Manager's request to move or change dates of Dog Days going forward. Most felt that the best course of action is to keep Dog Days in Drexel Town Square and on the same dates in July as in the past. The suggestion was made that if there are vendors that do not want to participate in the Farmer's Market on that Saturday, they can opt out.

Adjournment: Commissioner Kim Jankowski made a motion to adjourn the meeting. Commissioner Jim Ruetz seconded the motion. All voted in favor and the meeting was adjourned at 9:56 a.m.

ATTEST:



Laura Nelson, Tourism & Business Relations Manager

9-13-21

Date