

Tourism Commission Meeting
Monday, September 13, 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; Andrew
Vickers, City Administrator, 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 8:32 a.m.
2. **Approval of minutes August 9, 2021 meeting** – Commissioner Jim Ruetz made a motion to approve the minutes of the August 9, 2021 meeting. Commissioner Kim Jankowski seconded the motion. All were in favor.
3. **New Business**
 - **Budget 2022**
 - Laura Nelson outlined a few of the changes from past years, including projections for hotel/motel room tax collections and other commercial revenues, which she noted were on the conservative side.
 - In 2019, \$15,000 was projected for Beer Garden revenue, but for next year that figure will double to \$30,000 as we will not be partnering with an outside agency to execute the events.
 - Dog Days revenue will remain about the same based on utilizing the same number of vendor spaces at next year's event.
 - Consulting fees for Connect the Dots were discussed. Laura plans to meet with Gary Billington to discuss how Tourism can benefit from his connections in the upcoming year. The current contract with Connect The Dots will terminate at the end of 2022.
 - A part-time salary will be added to absorb many of the administrative duties for Tourism and Communications. Andrew explained that with the migration of the Recreation department to the School District, Paula Nevarez would be taking on this part-time administrative role.
 - Andrew also stated that with the unpredictability of hotel/motel room tax collections going forward, the City will find a way to replenish dollars into the Tourism budget from the City's ARPA funds, so as not to hamper any event programming. Laura may be able to appeal to the state for additional ARPA funding if innkeepers provide documentation of lost revenue due to canceled events during COVID-19. Clint stated that he tracks this information daily at his hotels and could easily provide documentation.

- **STR Data Quote Update**
 - Laura explained that the update provides information on occupancy, ADR, and RevPAR contributed from hotels and divides it between municipalities to evaluate how we compare to our regional competition. The quote is less expensive than Laura had anticipated at a \$300 per destination with a minimum of six other municipalities for comparison, total minimum investment of \$1800.

- **Vacant Commissioner Seat**
 - Jim stated that his main concern is maintaining occupational diversity in terms of business-type representation on the Commission. While Laura agrees that we should not necessarily have another innkeeper, she feels whomever is ultimately appointed to fill the vacancy should have a vested interest in the Tourism industry.
 - Catherine noted that she has not received any new applications. The group discussed filling the vacancy sooner than later for the sake of having a quorum for meetings, but ideally the opening would be filled through the Commission's personal contacts rather than soliciting interest on social media.
 - Kim mentioned she had someone in mind who may be a good fit. Catherine will provide Commissioners with a link to the application form to facilitate forwarding on to any viable contacts.

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 9:28 a.m.

ATTEST:



Laura Nelson, Tourism & Business Relations Manager

10-18-21

Date