

Tourism Commission Meeting
Monday, October 18, 2021
9:30 a.m.

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

Also in Attendance: Laura Nelson, Tourism & Business Relations Manager, City of Oak Creek; Leslie Flynn, Communications Coordinator, 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 Jim Ruetz called the meeting to order at 9:36 a.m.
2. **Approval of minutes September 13, 2021 meeting** – Commissioner Ken Gehl made a motion to approve the minutes of the September 13, 2021 meeting. Commissioner Kim Jankowski seconded the motion. All were in favor.
3. **New Business**
 - **Proposed Dates for 2022 Event Season**
 - Laura Nelson outlined the dates for several of the Events for the 2022 season.
 - The dates for the Farmers Market will be the Saturdays from June 4th to October 22nd.
 - The Food Truck Tour will be Wednesdays, June 29th, July 27th, August 31st, and September 28th.
 - The OC Beer Gardens will be June 16-18th, July 14-16th, August 18-20th, and September 15-17th.
 - There was discussion about the Dog Days event coinciding with the Farmers Market. Some of the Market vendors have complained that they do not do as much business when the two events happen at the same time. Other venues were discussed as well as timing and setting up the space differently.
 - The decision was made that Dog Days will remain the weekend of July 23rd, in Drexel Town Square.
 - Laura suggested pairing the Food Truck night with Movie Night. The consensus was, the June 29th Food Truck night will be a Movie Night, to test the waters, and then a decision will be made regarding the Aug. 31st date, based on the feedback.
 - Discussion on the date of the CAFÉ event was tabled till the next meeting.
 - Fall Fest will take place the weekend of October 22nd.
 - Laura is still working on this year's Winter Event. She is hoping to have an Olympics watch party, pop up beer garden, Curling and at least two other sports provide demos. The tentative date is February 19th. The Winter Event for 2022 will be discussed after this year's event has taken place.
 - Commissioner Ken Gehl voiced a desire to have more music events.

No actions were taken.

- **Ad Space in the Chamber of Commerce Oak Creek/Franklin Guide**
 - Laura has been in touch with the Chamber to see if an agreement could be reached with a trade of rent of the Chamber space in the Civic Center for ad space in the Oak Creek/Franklin Guide. The Chamber was only willing to give ½ off the ad space. Laura suggested she continue to negotiate. The Commissioners agreed.

Adjournment: Commissioner Kim Jankowski made a motion to adjourn the meeting. Commissioner Ken Gehl seconded the motion. All voted in favor and the meeting was adjourned at 10:48 a.m.

ATTEST:



Laura Nelson, Tourism & Business Relations Manager

11-17-21

Date