

Tourism Commission Meeting  
Monday, January 10, 2022  
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; Kevin Archambeau, Department of Public Works, City of Oak Creek; Paula Nevarez, Leisure Services Assistant, City of Oak Creek; Captain Michael Bolender, City of Oak Creek Police Department; Melissa Rasmussen, Director of Sales and Marketing, Homewood Suites

1. **Welcome/Call to order** – Clint Wills called the meeting to order at 8:32 a.m.
2. **Approval of minutes December 13, 2021 meeting** – Alderman Ken Gehl made a motion to approve the minutes of the December 13, 2021 meeting. Commissioner Jim Ruetz seconded the motion. All were in favor.
3. **New Business**
  - **Farmer's Market Proposal 2022**
    - Laura Nelson provided an email from Dawn Carrillo with detailed information on proposed costs and options for financing. Laura clarified questions Commissioners had regarding projected revenues outlined in the email.
    - The group discussed estimate of costs provided by Matt Trebatoski for utilizing DPW vehicle and seasonal employees for setup and tear down. This service had previously been provided by Dawn Carrillo using her personal vehicle. The intention is to have Dawn oversee this process to ensure the correct equipment is being transported and set up appropriately.
    - The Commission decided not to consider the request made by Dawn Carrillo for an additional \$2,000 in wages for her involvement with the CAFÉ and Fall Fest events.
    - Discussion followed regarding the intent and purpose of the CAFÉ and other similar events, which tend to be community-based, and how those align with the ultimate goal of the Tourism department, which is to draw in visitors from outside the community.
  - **Visitors Guide 2023**
    - Laura proposed to move forward with a Visitor's Guide for 2023.
    - McDaniels Marketing has put together a detailed proposal for the 2023 Visitor's Guide at a projected overall cost of \$30,000. This includes printed copies, which would be distributed to the hotels and visitors' centers, as well as a digital version available on the City's website.
    - Typically, publications of this type are paid for through ad sales, but Laura felt this may be too large an investment for local innkeepers and other businesses for this year. She is researching

- Sports ETA Bids – Laura shared her RFP for the National Horseshoe Pitching Association for 2024, and will consider other opportunities as they present themselves.

**Adjournment:** Commissioner Jim Ruetz made a motion to adjourn the meeting. Alderman Ken Gehl seconded the motion. All voted in favor and the meeting was adjourned at 9:26 a.m.

ATTEST:

  
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Laura Nelson, Tourism & Business Relations Manager

3-14-22  
Date