

Tourism Commission Meeting  
Monday, March 14, 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,  
Community Development Director, City of Oak Creek; Leslie Flynn, Communications  
Coordinator, City of Oak Creek; Catherine Roeske, Clerk, City of Oak Creek; Kevin  
Archambeau, DPW Foreman, 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 January 10, 2022 meeting** – Alderman Ken Gehl made a motion to approve the minutes of the January 10, 2022 meeting. Commissioner Jim Ruetz seconded the motion. All were in favor.
3. **New Business**
  - **Marketing: User-Generated Content Strategy**
    - Laura Nelson presented information on Shrpa, a company that facilitates the creation and promotion of paid and organic content from travel writers, influencers, and bloggers.
    - Laura proposed that the commissioners invest in a 1-year agreement which would include content from 3 paid contributors, of which there are 92 that can be chosen from. Laura would create 3 different adventures for the contributors to participate in, and they would write, blog, or put out videos of their experiences. The content they create would be accessible on our website.
    - Commissioner Kim Jankowski had questions as to the benefit of spending dollars on attracting leisure travelers vs. attracting bigger business conferences. After discussion, it was agreed that, highlighting the different leisure experiences Oak Creek has to offer, will make Oak Creek that much more attractive to people planning and attending larger conferences, as well as leisure travelers.
    - Leslie Flynn suggested checking with Kevin Koenig, Information Technology Manager for the City of Oak Creek, to make sure that posting this type of content would not jeopardize the City's use of the .gov domain.
    - Commissioner Jim Ruetz made a motion to move forward with the investment of \$4,250, as presented, to contract with Shrpa for a 1-year agreement, including 3 paid contributions. The motion is contingent upon successful web integration. If there are additional investments necessary, the action item will be revisited. Commissioner Clint Wills seconded the motion. All were in favor.

**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

4-11-22

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Date