

Tourism Commission Meeting
Monday, June 13, 2022
8:30 a.m.

Attendees: Alderman Ken Gehl, Commissioner Melissa Rasmussen, Commissioner Clint Wills

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

1. **Welcome/Call to order** – Commissioner Clint Wills called the meeting to order at 8:31 a.m.
2. **Approval of minutes May 9, 2022 meeting** – Commissioner Clint Wills made a motion to table the minutes from 5/9/22 until the next meeting since Jim Ruetz and Melissa Rasmussen were not present.
3. **New Business**
 - **a) Welcome New Commissioner:** The Commissioners officially welcomed Melissa Rasmussen to the Tourism Commission.
 - **b) Appreciation Event:** Laura Nelson explained that before looking into the event further, she would like some direction and information about what the Commissioners would like the event to look like. After some discussion, a Wednesday or Thursday in August was agreed upon. All Commissioners were in favor of the event taking place at the Hop Yard at Franklin Field. The invitations will go out to Department Managers and members of the BRE List and their families, after being reviewed by Andrew Vickers and Doug Seymour.
 - **Motion:** Alderman Ken Gehl made a motion to authorize Laura to book a Wednesday or Thursday in August at the Hop Yard for the Milkmen Game at Franklin Field for a Business Appreciation Event. Commissioner Clint Wills seconded the motion. All were in favor.

4. **Informational and discussion items**

- a) **2022 Calendar of Events Update:** Laura informed everyone that the Beer Garden is beginning this weekend, Thurs. through Fri. in DTS and not the old Pizza Man space. There will be food served by Belair and Chick-fil-A, a large tent in the center of the square, live entertainment, a bounce house for the kids, and yard games.
Possible new events were described by Laura. A Kites and Flights event at Lake Vista that will have to be put off till 2023 due to time constraints. A World Cup Weekend is being discussed by Laura and James Moran from Moran's Pub in South Milwaukee. It would take place the

weekend following Thanksgiving this year, in DTS. Catherine Roeske informed Laura, that this would require a different type of licensing than if the event were to use the Pizza Man space. Alderman Ken Gehl inquired about getting a better concert series into Oak Creek. Laura said that she is looking into working out some budget constraints with Max Gaglin so that she can hire better acts.

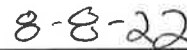
- b) **Sponsorship Update:** Sponsors are still trickling in. A few in kind sponsors will be present at some of the Summer events. Educator Credit Union is going to supply cooling towels for Dog Days. Emerald Row will be popping popcorn for movie nights in DTS. IKEA will be providing goods for a VIP seating area and VIP dog area for Dog Days. Laura said that she is, now going to sit down with Finance and asses who has fulfilled their sponsorships agreements and who still owes. Once all is collected, Laura will discuss allocation with the Commission.
- c) **Business Relations Update:** Laura has been working on relations in regard to sponsorships and event presence, to make sure there is representation and visibility for local businesses. She also had a meeting with the Police Dept and the Oak Creek Detectives about putting together a Human Trafficking educational seminar that may take place sometime in August or September. Alderman Ken Gehl inquired as to what efforts were being made to kickstart a more comprehensive business outreach program. Laura said that she has been discussing strategies with Andrew Vickers, Doug Seymour and Mayor Bukiewicz, but nothing has been established.

Adjournment: Alderman Ken Gehl made a motion to adjourn the meeting. Commissioner Melissa Rasmussen seconded the motion. All voted in favor and the meeting was adjourned at 8:57 a.m.

ATTEST:



Laura Nelson, Tourism & Business Relations Manager



Date