

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

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

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; Paula Nevarez, Leisure Services Assistant, 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 June 13, 2022, meeting** – Commissioner Melissa Rasmussen made a motion to approve the minutes of the June 13, 2022, meeting. Alderman Ken Gehl seconded the motion. All were in favor.
3. **New Business**
 - **a) Strategic Goal Setting – 2023**

Laura requested input from the Commission regarding how Tourism can serve the City's Strategic Action Plan and ideas for optimal value of fund management.

 - Create events with an emphasis on increasing hotel room stays.
 - Kite Festival at the lakefront will be a new event for 2023.
 - Research the RFP list on Sports ETA, potentially attending their symposium to gain events.
 - Live music/concert series.
 - Increase social media presence beyond Facebook.
 - North Bluff Redevelopment project is in the beginning stages.
 - Possibly relocating the CAFE event to the lakefront.
 - Collaborate with the South Suburban Chamber to have a "Sneak Peak Oak Creek" event.
 - 2023 Sponsorship campaign will be released by November 1, 2022.
 - **b) Appreciation Event**
 - Laura informed the Commission that this will now be held at the Homewood Suites Creekside Crossing Conference Center in late September on a Wednesday or Thursday. The original idea to go to a Milwaukee Milkmen game was too like an event that the South Suburban Chamber was hosting.

4. Informational and discussion items

a) 2022 Calendar of Events Update

Laura informed the commission that summer events up to this point have been well attended with great weather.

Remaining events are:

- August - Beer Garden, Movie Night, and Food Trucks
- September - Food Trucks
- October – CAFÉ, Fall Fest
- Planning for Winter event

The beer gardens for 2023 are anticipated to be held at the new venue at Abendschein with a vendor/operator. If that space is not ready, pop ups will be planned instead.

The Farmers Market continues to do very well, and revenue numbers are at a record high.

b) Business Relations Update

- Laura told the Commission that a focus for 2023 will be to reform the Business Retention Program and expand her relationships with area businesses. She is open to any suggestions from the Commission to help achieve this goal.

Adjournment: Alderman Ken Gehl made a motion to adjourn the meeting. Commissioner Jim Ruetz seconded the motion. All voted in favor and the meeting was adjourned at 9:10 a.m.

ATTEST:



Laura Nelson, Tourism & Business Relations Manager

9-12-22

Date