

Tourism Commission Meeting
Monday, October 10, 2022
8:30 a.m.

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

Also in Attendance: Paula Nevarez, Leisure Services Assistant, City of Oak Creek; Doug Seymour, Community Development Director, City of Oak Creek; Andrew Vickers, Administrator, 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 8:31 a.m.
2. **Approval of minutes September 12, 2022, meeting** –Approval of the September 12, 2022 meeting Minutes was tabled until the November 8, 2022 meeting.
3. **New Business**
 - **a) Discussion on Community Prosecutor Partnership/Investment (\$8,000)**
 - Doug Seymour provided a brief analysis of why the Commission should be in support of making this investment. 6 of the 12 hotels in the 13th/College cluster are in the City of Oak Creek, this will be money well spent to enhance the hospitality customers for the area.
 - Commissioner Clint Wills made a motion that the Tourism Commission authorize City Staff to make room tax funding available as part of a joint grant application for a community prosecutor in an amount not to exceed \$9,000. Commissioner Melissa Rasmussen seconded the motion. All were in favor.
 - **b) Discussion on Tourism Staffing Strategy**
 - Andrew Vickers reviewed with the Commission how the Tourism Department could be restructured.
 - Pursue partnership opportunities with the South Suburban Chamber of Commerce.
 - Discuss with Drexel Town Square Owner’s Association the possibility of creating a position that could oversee events in the Square.
 - Paula Nevarez will become full-time in her role.
 - Creating a part-time Social Media and Marketing position.
 - **c) Discussion and Action on 2023 Tourism Budget**
 - Andrew Vickers led a discussion of the 2023 Tourism budget with the Commission.
 - Alderman Ken Gehl made a motion to Approve the 2023 Tourism Budget. Commissioner Melissa Rasmussen seconded the motion. All were in favor.

4. Informational and discussion items

a) 2022 Calendar of Events Update

Paula Nevarez gave the Commission an update on the remaining events for 2022.

- Details are being completed for the City's final event for the year, Fall Fest on Saturday, October 22
- Moran's Pub is hosting a World Cup Soccer viewing event at Drexel Town Square Friday, November 25th – Sunday, November 27th

b) Tentative 2023 Calendar of Events

Paula Nevarez discussed with the Commission several events being planned for 2023.

- Pop-up Winter event: ice bar with Bel Air Cantina on Friday, February 17th and Saturday, February 18th
- Sneak Peak Oak Creek tentative date of Saturday April 22
- Summer kickoff party Saturday, June 3rd with an LA band and WWE wrestlers-the entertainment has the potential to draw a large crowd to this event
- Beer Gardens will move back to Abendschein Park for 2023 and there will be an Oak Creek Idol competition in conjunction with them
- Food Trucks on the last Wednesday of the month June-July, moved up one week for August, tentative for September due to low attendance, alternate hours or event may be scheduled instead
- Dog Days Saturday, July 22
- Fall Fest Saturday, October 21

Adjournment: Commissioner Melissa Rasmussen made a motion to adjourn the meeting. Commissioner Clint Wills seconded the motion. All voted in favor and the meeting was adjourned at 9:10 a.m.

ATTEST:



Paula Nevarez, Leisure Services Assistant

11/14/2022

Date