

Tourism Commission Meeting  
Monday, November 14, 2022  
8:30 a.m.

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

Also in Attendance: Paula Nevarez, Leisure Services Assistant, City of Oak Creek; Leslie Flynn, Communications Coordinator, 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 8:30 a.m.
2. **Approval of minutes September 12, 2022 and October 10, 2022 meetings** – Commissioner Clint Wills made a motion to approve the minutes from the September 12, 2022 and October 10, 2022 meetings. Alderman Ken Gehl seconded the motion. All voted in favor.

3. **New Business**

- a) **Proposed Dates and Event Ideas for 2023 Event Season**

Paula Nevarez discussed all planned events for the 2023 season. Beer Gardens may have to be held in DTS if construction of new parking lot at Abendschein Park is happening during the events.

4. **Informational and discussion items**

- a) **Fall Fest Recap**

Paula Nevarez stated that Fall Fest was very well attended with over 2,000 people attending the event. We had over 75 vendors this year. We received Sponsorships from Connect Cell in the amount of \$500, Swans Pumpkin Farm donated 250 little pumpkins for children to decorate, and Educators Credit Union offered a piggy bank decorating activity and donated trick or treat bags. This event would not have been successful if it was not for all the hard work of the Oak Creek High School National Honor Society volunteers. The pony rides were a huge hit and will be back for next year's Fall Fest and the only complaints received were that the petting zoo didn't have a camel and there was a complaint that we should not be driving the hayride through the nature preserve. Kevin Archambeau from DPW stated that they have always ran the hayride through there and that it does not cause any damage to the surrounding nature.

**b) Strategic Action Plan (Council) Update / Personnel Planning Update**

Andrew Vickers discussed the Strategic Action Plan, stating the plan will prioritize and formulated for the goals and objectives put forth in discussions with the Common Council and Tourism to grow the role of Tourism and Economic Development. He stated that the formal adoption of the Strategic Action Plan would be in January or February.

Melissa Rassmussen discussed the need for more exposure for the city and that she would like to see a partnership/marketing the city as a tourism destination with Visit Milwaukee.

Ken Gehl and Clint Wills both discussed the need for larger Tourism driven events/sports tournaments.

Ken Gehl requested a review of finances – Paula Nevarez will have a report prepared for the December or January meeting.

Andrew Vickers discussed canceling the December meeting and reconvening in January. Commission members will decide on postponing December meeting later. No motion made.

**Adjournment:** Commissioner Clint Wills made a motion to adjourn the meeting. Alderman Ken Gehl seconded the motion. All voted in favor and the meeting was adjourned at 9:30 a.m.

ATTEST:

  
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Paula Nevarez, Leisure Services Assistant

01/09/2023  
Date