

Tourism Commission Meeting  
Monday, March 13, 2023  
8:30 a.m.

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

Also in Attendance: Doug Seymour, Community Development Director, City of Oak Creek; Leslie Flynn, Communications Coordinator, City of Oak Creek; Catherine Roeske, Clerk, City of Oak Creek; Andrew Vickers, Administrator, City of Oak Creek

1. **Welcome/Call to order** – Commissioner Clint Wills called the meeting to order at 8:30 a.m.
2. **a. Approval of minutes January 9, 2023, meeting** – Alderman Ken Gehl made a motion to approve the minutes of the January 9, 2023, meeting. Commissioner Melissa Rasmussen seconded the motion. All were in favor.  
  
**b. Approval of minutes February 13, 2023, meeting** – Commissioner Melissa Rasmussen made a motion to approve the minutes of the February 13, 2023, meeting. Alderman Ken Gehl seconded the motion. All were in favor.

3. **Informational and Discussion Items -**

**a. Potential Partnership with the City of Franklin**

Laura Nelson reached out to Commissioner Melissa Rasmussen about partnering with the City of Franklin to attend the ETA Sports Symposium. This is being held in Kansas City, MO on May 8-11, 2023. Because the City holds an active Sports ETA membership, the Commissioners agreed attendance at this event would be beneficial, possibly sending Paula Nevarez to represent the City. The Commissioners also agreed that an alliance with Franklin at this conference could increase chances of securing events with the goal of filling hotel rooms during high vacancy seasons. The Commissioners will invite Laura to further discuss a solid game plan to make this partnership favorable.

**b. Update on City Strategic Action Plan (“SAP”) 2023-2027**

City Administrator Andrew Vickers told the Commissioners that a final SAP workshop will be held on March 30, 2023 with the Common Council. Common Council approval is anticipated

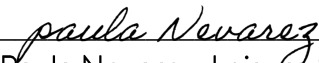
at the April 18 or May 2 meeting. After that the Commission can focus on the staffing needs for Tourism.

c. **2020 Destination Assessment (WI Dept of Tourism)**

City Administrator Andrew Vickers presented the 2020 Destination Assessment document to inspire the Commissioners to consider what marketable physical assets the City could develop. Growing a strong Tourism Staff will be important. The Commissioners discussed the advantages of developing a sports complex in the City.

4. **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 9:14 a.m.

ATTEST:

  
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Paula Nevarez, Leisure Services Assistant

05/23/2023  
\_\_\_\_\_  
Date