

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

Attendees: Commissioner Michael Grab, Commissioner Alicia Haase, Alderman Jim Ruetz, Commissioner Clint Wills

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

Commissioner Melissa Rasmussen was excused.

1. **Welcome/Call to order** – Commissioner Clint Wills called the meeting to order at 8:30 a.m.
2. **Approval of minutes July 10, 2023 meeting** – Commissioner Clint Wills made a motion to approve the minutes of the July 10, 2023, meeting. Commissioner Alicia Haase seconded the motion. All were in favor.
3. **New Business**
 - a) None.
4. **Informational and discussion items**

a) **Request for proposals (event bid prospects) for 2024/2025.**

Paula provided the Commissioners an update on RFPs in the works for 2024 and 2025.

- Did not get accepted to Ultimate Frisbee, not enough field space in the city.
- Still in negotiations with Disc Golf for 2024.
- Accepted as a finalist for Quad Ball Fest for 2024. Two representatives will be coming out at the end of September to tour Milwaukee Yard and other city locations. If chosen to host event there will be a \$5000.00 bid fee.
- Paula is working on a kite festival for 2024.
- Paula plans to bid on the National Kite Flyers Association Convention 2025.

b) City Marketing and Public Relations Department Creation.

Andrew discussed the creation of a Marketing and Public Relations Department with the Commissioners.

- Making a substantial investment in marketing and public relation in the city.
- Create an employer brand- recognize city employees for the work that is done, demonstrating the value to the public.
- Building up community promotion.
- Not a communication strategy alone- also an Economic Development and Tourism strategy for the city.
- Broadened definition of Tourism- promote the community to bring people here.
- Create partnership including financial involvement with the Tourism Commission and DTS Owners Association.
- Commissioners discussed the benefits of buying into in-house marketing versus an outside firm.

Adjournment: Alderman Jim Ruetz made a motion to adjourn the meeting. Commissioner Clint Wills seconded the motion. All voted in favor and the meeting was adjourned at 9:21 a.m.

ATTEST:



Paula Nevarez, Leisure Services Assistant

0912/2023
Date