

Tourism Commission Meeting  
Monday, December 11, 2023  
8:30 a.m.

Attendees: Commissioner Clint Wills, Commissioner Melissa Rasmussen, Commissioner Alicia Haase, Commissioner Jim Ruetz

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

Commissioner Michael Grab was excused.

1. **Welcome/Call to order** – Commissioner Clint Wills called the meeting to order at 8:30 a.m.
2. **Approval of minutes November 13<sup>th</sup>, 2023, meeting** – Commissioner Jim Ruetz made a motion to approve the minutes of the November 13<sup>th</sup>, 2023, meeting. Commissioner Alicia Haase seconded the motion. All voted in favor, motion carried.

### 3. **New Business**

None.

### 4. **Informational and Discussion Items**

#### a. **Event Bid Prospects for 2024/2025**

- i. Leisure Services Assistant Paula Nevarez presented the bid prospects for 2024/2025. Paula mentioned that Spikeball is interested in coming to the Milwaukee area. Paula sent over a layout of the Milwaukee Yard and the organizers responded they liked the layout. The Milwaukee Yard would only be able to host the College Nationals and the 5 Majors due to event requirements. The City has until the end of December to put in a bid, otherwise the Commission can place a bid for the 2025 season. Commissioner Clint Wills tells Paula that she should place a bid as soon as possible and asks what the next steps are. Paula replies there will be a bid packet submitted. Paula also mentions she engaged in email correspondence with Nick Factoran from USA Dodgeball. Nick Factoran previewed the layout of Milwaukee Yard and then requested a site visit. Paula mentioned this is a flagship event, once the representatives come out for a site visit, they will send the bid information. Commissioner Clint Wills asked if Paula knew of the dates this event

had been held in the past. Paula responded that she would have to look up the specific dates but knows that they are generally in winter. On the USA Taekwondo event, Paula mentioned event organizers will not change the hotel rebate request and their bid fee is \$40,000. The Commission agreed not to bid on that event.

**b. 2024 Tourism Budget Framework**

- i. City Administrator Andrew Vickers introduced the 2024 Tourism Budget Framework. Andrew Vickers discussed the three major goals of the framework and stated it was created with multiple perspectives in mind. City Administrator Vickers discussed the importance of having a structured Marketing & Public Relations Department in order to achieve the mutual goals of the City and the Commission. Assistant City Administrator and Comptroller Maxwell Gagin presented the Commission with the financial specifications related to the new Marketing and Public Relations Department, and the current status of the Tourism Commission's cash balance. Commissioner Melissa Rasmussen asked how the new positions included in the Marketing and Public Relations Department are going to aid in tourism marketing. City Administrator Vickers responded the City will create the Department in a fashion that fits the goals of the Commission and City. Additionally, Andrew Vickers stated the City is hoping to find individuals who will provide a skill set related to various types of marketing (destination, online, etc.). Andrew Vickers told Commissioner Melissa Rasmussen the City is happy to share position descriptions as they become available. Commissioner Clint Wills asked where the position of Economic Development Director would fall in the organizational structure of the new Marketing and Public Relations Department. City Administrator Vickers responded that the position is not a part of the Marketing and Public Relations Department. Commissioner Melissa Rasmussen asked how the City came up with the budget share percentages. City Administrator Vickers responded the percentages are not defined by how much time the new positions spend doing certain tasks, rather what is a fair share between the City and the Tourism Commission. Commissioner Melissa Rasmussen discussed the concern that the new Department may focus more on local events that do not generate overnight stays for the hotel/motels. City Administrator Andrew Vickers responded that with the shared goal in mind of advertising the City of Oak Creek as a place to be, the new Department and the Tourism Commission will work together to find a balance between local events and generating overnight stays. Commissioner Jim Ruetz added that with the recent investment in public safety, tourism will be indirectly impacted in a positive way. Commissioner Alicia Haase discussed the cost benefit of having a Department created by the City that will also work on shared goals for tourism generation, as opposed to a third party. Commissioner Jim Ruetz asked Assistant City Administrator and Comptroller

Maxwell Gagin to explain the current TID figures. Maxwell Gagin discussed the contracts the City has with two hotels in the community, TownePlace Suites and Homewood Suites. City Administrator Vickers added both of the TID allocations will eventually fall off and the full amounts then retained within the Tourism Commission Budget. Commissioner Alicia Haase asked if the Tourism Commission is responsible for the cost of hiring new employees in the new Marketing and Public Relations Department. Andrew Vickers responded no; the City is prepared to take on those costs. Commissioner Alicia Haase stated the Commission will need more funds allocated to advertising and promotions with the creation of the new Department. Andrew Vickers responded that the City plans on presenting the Commission with an annual marketing plan. Commissioner Clint Wills requested 2023 expenditures generally, details on the specific line items of Events-Implementation and Advertising-Promotions, as well as more specific information on the payback of the room tax dollars directed to TID 11 and 12 and when those are projected to fall off. The Commission would be better positioned to create a provisional budget with these details in hand.

- 5. Adjournment** – Commissioner Jim Ruetz made a motion to adjourn the meeting. Commissioner Melissa Rasmussen seconded the motion. All voted in favor and the meeting was adjourned at 9:44 a.m.

**ATTEST:**

*Paula Nevarez*

Paula Nevarez, Leisure Services Assistant

Date: 01/22/2024