



## TOURISM COMMISSION

MARCH 11, 2024

8:30 A.M.

**Tower Conference Room**

8040 S. 6<sup>th</sup> St.  
Oak Creek, WI 53154  
(414) 766-7000

Michael Grab

Alicia Haase

Melissa Rasmussen

Jim Ruetz

Clint Wills

Daniel Bukiewicz – ex-officio

Andrew Vickers – ex-officio

### The City's Vision

*Oak Creek: A dynamic regional leader driving the future of the south shore.*

### The Tourism Commission's Mission

*To direct hotel/motel dollars to grow tourism and economic vitality by promoting leisure, sports, and business travel, resulting in prosperity for Oak Creek businesses, organizations, and the people who live and work in our community.*

1. Call Meeting to Order / Roll call.
2. Approval of Minutes: February 12, 2024.
3. **Information/Discussion:** Car Show Presentation – Shamire Goodwin
4. **Discussion/Action:** Agreement with Discover Mediaworks, Inc. for a three-year strategic marketing partnership.
5. **Discussion/Action:** 2024 Advertising Contracts.
6. Adjournment.

Dated this 8th day of March, 2024

### Public Notice

Upon reasonable notice, a good faith effort will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aid at no cost to the individual to participate in public meetings. Due to the difficulty in finding interpreters, requests should be made as far in advance as possible preferably a minimum of 48 hours. For additional information or to request this service, contact the Oak Creek City Clerk at 414-766-7000, by fax at 414-766-7976, or by mail at 8040 S. 6<sup>th</sup> Street, Oak Creek, Wisconsin 53154.

Visit our website at [www.oakcreekwi.org](http://www.oakcreekwi.org) for the agenda.