

Tourism Commission Meeting
Monday, February 12, 2024
8:30 a.m.

Attendees: Commissioner Melissa Rasmussen, Commissioner Alicia Haase, Commissioner Michael Grab, Alderman Jim Ruetz

Also in Attendance: Paula Nevarez, Leisure Services Assistant; Andrew Vickers, City Administrator; Catherine Roeske, Clerk; Leslie Flynn, Communications Coordinator; Maxwell Gagin, Deputy City Administrator/Finance Officer; Alderwoman, Lisa Marshall; Josh Ostermann, Discover Media Works

1. **Welcome/Call to order** – Alderman Jim Ruetz called the meeting to order at 8:37 a.m.
2. **Approval of minutes January 22, 2024 meeting** – Commissioner Alicia Haase made a motion to approve the minutes of the January 22, 2024 meeting. Commissioner Melissa Rasmussen seconded the motion. All were in favor.
3. **Discover Media Works Discussion/Presentation** – Josh Ostermann from Discover Media Works made a presentation. The company would like to showcase the quality of life in Oak Creek, the changes that have taken place since filming here in 2019, as well as the great places and businesses to visit. There are about 12-13 new Discover Wisconsin TV episodes per year, averaging about 200,000 viewers per week. Facebook and Instagram have really taken off for them and they are striving to increase their YouTube viewership. Discover envisions Oak Creek as the beneficiary of events held in the surrounding areas, such as Brewers Games, Summerfest, etc... They would like to show what Oak Creek has been, what it is now, and what it will be in the future. Josh had mentioned that based on scoping conversations with staff, they will strive to highlight the community itself, the community members, tourism promotion and development, and provide a lens for economic development into the future. The digital content would be used for business attraction efforts as well as an engagement tool for community members. Alderman Ruetz commented the proposal seems to cover all the areas: community events/gatherings, visiting and staying here, as well as covering the economic development portion Oak creek is looking for. The definitions of each type of program and the scope of the three-year partnership can be found in the Executive Summary. Andrew said this proposed partnership has the potential to meet a lot of goals in Oak Creek's Strategic Action Plan. Alderman Ruetz asked what the timeline was for deciding on the proposal. Josh explained the commitment for making the full-length episode in 2024 is the main factor with timing. There was discussion about where the funding would come from for this project. Andrew mentioned this is a tourism budget expense. Commissioner

Rasmussen voiced concerns about the tourism promotion and development spending definition and how this contract fits that. A consensus of the Commission directed staff to move forward with the proposal. Alderman Ruetz asked members to review the information and present any questions or concerns to be addressed at the next meeting.

- American Cornhole League Sponsorship** – Paula Nevarez, Leisure Services Assistant, reported on the information gathered from the 2023 event showing there were 1,500 players that came from across the United States with at least 450 players staying in Oak Creek hotels. There were 7,000 viewers for the Pro-Shoot and over 10,000 viewers on ESPN the day of the event. The videos are still available on the ESPN website. Oak Creek sponsored the event in 2023 for \$15,000. The date of the event is June 26-28, 2024. There was discussion as to what the League requires to put on a winter event and how Oak Creek can help facilitate that. The members asked staff to work toward hosting a winter event in the future.

Alderman Jim Ruetz made a motion to approve a \$15,000 sponsorship for the June event. Commissioner Alicia Haase seconded the motion. Commissioner Haase, Commissioner Grab, and Alderman Ruetz voted aye and the motion passed. Commissioner Rasmussen’s vote was inaudible and is recorded as an abstention.

- Tourism Budget-Amended Framework** – Andrew Vickers mentioned the proposal is the same information presented at the previous meeting. He is hoping to discuss any sticking points and move forward with the budget discussion and next steps regarding the contract document. Max Gagin stated not much changed from a financial standpoint since the previous meeting. He said the Tourism Commission is in a really good position both budgetarily and having funds on hand.

Commissioner Alicia Haase made a motion to approve the tourism budget-amended framework. Commissioner Michael Grab seconded the motion. The motion passed 3-1 (Commissioner Rasmussen voting no).

- Adjournment** - Commissioner Melissa Rasmussen made a motion to adjourn the meeting. Commissioner Alicia Haase seconded the motion. All voted in favor and the meeting was adjourned at 9:52 a.m.

ATTEST:

Paula Nevarez
Paula Nevarez, Leisure Services Assistant

03/20/24
Date