

Tourism Commission Meeting
Monday, March 11, 2024
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; Catherine Roeske, Clerk, City of Oak Creek; Andrew Vickers, Administrator, City of Oak Creek; Shamire Goodwin, Joel Gawronski

1. **Welcome/Call to order** – Commissioner Clint Wills called the meeting to order at 8:30 a.m.
2. **Approval of minutes, February 12, 2024 meeting** – Alderman Jim Ruetz made a motion to approve the minutes of the February 12, 2024, meeting. Commissioner Alicia Haase seconded the motion. All were in favor.
3. **Informational and discussion item: Car Show Presentation-**
A presentation was made to the Commission by Shamire Goodwin and Joel Gawronski proposing details of a sports and exotics “car social” on May 11, 2024 from 4 p.m. to 8 p.m. at Drexel Town Square. Messages on social media (primarily Facebook), 10 car forums and a large car enthusiast distribution list combined with commercials on WISN TV will be offered to entice car owners and promote the event to the public. The goal is to encourage attendees to patronize local businesses and could potentially result in hotel stays also. An estimate of 200+ cars could possibly register for this event. Commissioners wish to see this event move forward; however, this was not an action item, so no vote was taken.
4. **Discussion and Action Item: Agreement with Discover Mediaworks, Inc. for a three-year strategic marketing partnership-**
City Administrator Andrew Vickers reviewed the proposed multi-year partnership with the Commissioners. Emphasis was placed on moving forward with the agreement to get in the queue for filming the Discover Wisconsin episode. A year one work plan is also being established. The commissioners held a discussion regarding the cost of the agreement versus the product that will be delivered. Commissioner Alicia Haase made a motion to approve the agreement with Discover Mediaworks. Commissioner Michael Grab seconded the motion. All voted in favor.

5. Discussion and Action Item: 2024 Advertising Contracts-

Communications Coordinator Leslie Flynn presented the Commission with several 2024 Advertising Contracts, including television (WISN), radio (99.1 the mix) and outdoor billboards. A new consideration for 2024 would be promoting the CAFÉ event on Telemundo. The Commissioners were informed that these contracts were in line with what has been done in the past. Discussion was had regarding what events should be more strategically targeted, for example larger events that could bring room revenue from hotel stays.

Alderman Jim Ruetz made a motion to approve advertising contracts, noting the Commission wants modifications on how the money is spent. Commissioner Alicia Haase seconded the motion. All voted in favor.

Adjournment: Commissioner Alicia Haase made a motion to adjourn the meeting. Commissioner Clint Wills seconded the motion. All voted in favor and the meeting was adjourned at 9:34 a.m.

ATTEST:

Paula Nevarez

Paula Nevarez, Leisure Services Assistant

4/10/24

Date