

Tourism Commission Meeting
Monday, July 16, 2024
9:30 a.m.

Attendees: Commissioner Michael Grab, Commissioner Alicia Haase, Alderman Jim Ruetz, Commissioner Julianna Silva

Also in Attendance: Marcia Wayer, Director, Marketing & Public Relations, City of Oak Creek; Leslie Flynn, Communications Coordinator, City of Oak Creek; Paula Nevarez, Leisure Services Assistant, City of Oak Creek; Catherine Roeske, Clerk, City of Oak Creek; Andrew Vickers, Administrator, City of Oak Creek; Bethy Havas, Intern, Marketing & Public Relations, City of Oak Creek

1. **Welcome/Call to order** – Alderman Jim Ruetz called the meeting to order at 9:31 a.m.
2. **Approval of minutes, April 8, 2024 meeting** – Commissioner Alicia Haase made a motion to approve the minutes of the April 8, 2024, meeting. Commissioner Michael Grab seconded the motion. All were in favor. Commissioner Julianna Silva abstained.
3. **Informational and discussion item: Introduction of new Members/Attendees**
Marcia Wayer, Director of Marketing and Public Relations introduced herself and gave a little bit background about herself. She most recently was at Cardinal Stritch College and has been in the marketing/public relations area for about 30 years. She has done consulting, marketing research and communications at Harley Davidson, Northwestern Mutual as well as some small businesses. Other attendees went around the room introducing themselves and told about themselves as well. New to the Commission is Julianna Silva; she was formerly with Chick-fil-A and is currently with a firm overseeing marketing for four restaurant brands.
4. **Discussion Item: Nomination for Chair and Vice -Chair**
Andrew Vickers started the discussion by explaining how nominations have been made in the past. It is a rather informal process, just call for nominations from the floor and/or if anyone wants to volunteer to be placed in the position they just need to do so. Or, a fellow Commissioner can nominate someone to the position.
5. **Discussion and Action Item: Appointment of Chair**
Commissioner Alicia Haase made a motion to nominate Alderman Jim Ruetz for Chair. Commissioner Michael Grab seconded the motion. All voted in favor.

6. Discussion and Action Item: Appointment of Vice-Chair

Alderman Jim Ruetz made a motion to nominate Commissioner Alicia Haase for Vice-Chair. Commissioner Michael Grab seconded the motion. All voted in favor.

7. Discussion: Recap recent policy decisions of the Commission

Andrew Vickers pointed the attendee’s attention to the packet where included was the presentation that was put together and presented to the Common Council by Max Gagin, Deputy City Administrator/ Finance Officer. Andrew wanted to provide a recap of the discussions that were held regarding the Tourism Commission’s direction with resources, and budget and the amendments enabling a new structure. Andrew is asking that before the August Common Council meeting, the Tourism Commission meet, review and consider approval of a Tourism Commission Services Agreement. On August 20th, the Common Council will review and consider approval of the same agreement from the City’s side. This will be the formal framework moving forward. As part of that agreement, the City, by way of its Marketing & Public Relations Department, would also provide consultation services to the Tourism Commission. In addition, the Commission will be able to shape the work within the services agreement the Marketing and Public Relations team will bring forward. There was a group discussion to explain how the Tourism Commission works for the benefit of the new attendees. Andrew highlighted that Oak Creek signed a three-year agreement with Discover Wisconsin. After an inquiry by Commissioner Julianna Silva, Marcia went on to explain all deliverables included in the Discover Wisconsin agreement and updated on progress so far.

8. Establish Regular Commission Date and Time

Alderman Jim Ruetz, inquired with Andrew if it was possible to have the Tourism meeting the same week as the Council meeting. He would like to propose the 3rd Tuesday of each month at 9:30 a.m. Andrew believes this date and time will work for Commissioner Seisay based on the availability she previously offered. This date and time will work for everyone else. However, there will be a special meeting on August 5th at 10:30 a.m. to discuss the above-mentioned agreement in Item # 7. Moving forward, the meetings will be on the third Tuesday of the month at 9:30 a.m.

Adjournment: Commissioner Alicia Haase made a motion to adjourn the meeting. Commissioner Michael Grab seconded the motion. All voted in favor and the meeting was adjourned at 10:02 a.m.

ATTEST:

Paula Nevarez

Paula Nevarez, Leisure Services Assistant

8/07/2024
Date