

Tourism Commission Meeting
Tuesday, October 15, 2024
10:30 a.m.

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

Also in Attendance: Andrew Vickers, Administrator, City of Oak Creek; Marcia Wayer, Marketing and Public Relations Director, City of Oak Creek; Austin Schulte, Marketing Specialist, City of Oak Creek; Thomas Parker, Marketing and Events Intern, City of Oak Creek

1. **Welcome/Call to order** – Alderman Jim Ruetz called the meeting to order at 9:30 a.m.
2. **Approval of minutes, September 17, 2024 meeting** – Commissioner Alicia Haase made a motion to approve the minutes of the September 17, 2024 meeting. Commissioner Michael Grab seconded the motion. All were in favor.

3. **Informational: 2024 events to date review and 2025 opportunities overview-**

Marcia presented the Commissioners with a first draft Post Event Evaluation from the recent CAFE event. It included items such as expenses, successes and challenges of the event. She is seeking input from the Commissioners as to what additional data they would like to see on future event evaluations. The Commissioners discussed some details of the CAFE event, concluding that enhancing the event and growing attendance will require further consideration.

Marcia then informed the Commissioners about a potential opportunity for an event on Wednesday June 25th, 2025. “Tour of America’s Dairyland” is a bicyclist race held annually for 11 consecutive days. Each day races are held in different neighborhoods. Participants range from amateurs to professionals and all ages are represented. Officials have expressed interest in using the area around Drexel Town Square as the racetrack. There is protentional the event will include hotel stays, as many participants are families from out of town. The Commissioners expressed concerns about the City’s Emergency Responders agreeing to the shutdown/blocking of streets, as well as the actual cost estimate to put on this event. Meetings have been scheduled to discuss the closures with Police and Fire Officials. There is potential to offset some of the investment with local sponsorships. The Commissioners agreed they would like the planning to move forward to bring this event to the City.

4. **Informational: Discover Wisconsin content update-**

Marcia provided the commissioners with information about Discover Wisconsin productions.

A premiere party was held at Homewood Suites on Wednesday, September 25th. Hillside Café and Cellar provided catering. There were approximately 70 attendees. The episode premiered on Saturday, October 5th. It can be viewed on Discoverwisconsin.com and Discover Wisconsin YouTube page. They have also produced several 15 second shorts highlighting different aspects living & working in the City. In production currently are videos highlighting major businesses in the City.

5. Informational: Budget narrative and commission goals discussion-

Marcia presented the Commissioners with several 2025 Strategic Action Plan Initiative discussion points for consideration. These include defining Commission goals, continuing with current events, and introducing new events to enhance the City's visibility. Other 2025 Management Initiatives include joining Small Market Meetings, assessing partnerships to determine continued fit, and developing a Tourism Grant Request process requiring opportunities to be judged objectively. The commissioners would like to see the city pursue having a consultant evaluate the City's assets to better help achieve their future goals.

Adjournment: Commissioner Julianna Silva made a motion to adjourn the meeting. Commissioner Michael Grab seconded the motion. All voted in favor and the meeting was adjourned at 10:36 a.m.

ATTEST:



Marcia Wayer, Director of Marketing & Public Relations

11-19-24
Date