

City of Oconomowoc
Bureau of Economic Development & Tourism Meeting Minutes
April 19, 2021

This meeting was called to order by Chairman Magnus.

Members present: Lori Boldig, Kendel Beardsley, John Gresley, Cheri Sonsalla, Mayor Bob Magnus and Hilary DeVries

Staff present: Bob Duffy, Paige Brunclik, Erin Vande Zande, Kristi Weber, Ald. Spiegelberg and Tina Wallace

2. Consider/Act on Meeting Minutes: Motion by Boldig to approve the November 9, 2020 minutes; second by Beardsley. Minutes carried unanimously.

New Business

Without objection, Magnus moved up Item 3c. on the agenda

3c. Discussion/Action: Water Tower Logo Change Funding Collaboration

Duffy reported that every 15 years the water towers are repainted. It has been asked in the past to brand it with the city logo. The existing logo says Oconomowoc Public Power Community. The Utility Committee requested to brand the tower with the City's logo, Oconomowoc Life Comes Naturally, which they endorsed. Duffy stated when we do these things as an organization we partner and share the cost. He stated if the Tourism Commission is comfortable doing this, he will fit the \$7,500 into the budget to accomplish this. He stated the funds would be taken out of the Publicity line item. This will be a welcome sign into the community. He recommends utilization of Tourism funds. Osborn stated Utilities recommends and endorses this. Duffy stated the total cost for the logo is \$15,000 and \$7,500 would come from the contingency fund and the other \$7,500 would come from Tourism.

Motion by Gresley to recommend the approval of the water tower logo change funding of \$7,500 to Council; second by Sonsalla. Motion carried 6-0.

3a. Review/Discussion: Q 1 2021 Accommodations Tax Revenue/Expenditure Statuses

Duffy stated in the budget report Tourism is at 19.27% in total expenditures for the first quarter. Most of it is staff, some promotional pieces related to the community guide and standard operating items. Duffy stated the room tax summary shows just over \$50K in revenue through March 2021. He stated this is a showing that more and more people are traveling. Magnus asked if there are other revenue streams to reinvest bring more people to our community. Duffy stated room tax is at the highest percentage that is allowed. He stated the City receives room tax checks from Airbnb's.

3b. Review/Discussion: Destination Marketing Plan Implementation Update

Duffy gave an update on things that are happening. He stated Weber put together a list identifying the goals that are done or in progress. Staff noted many items are complete but there are still some things that need to be worked on. With the pandemic, it was hard to take pictures. Brunclik gave an update on improvements made on the tourism website. Magnus stated a year ago we discussed trying to simplify our platforms with better communication and better information. He suggested having the downtown business district, the Chamber and staff look at ways to simplify things. Vande Zande gave an update on the community profile handout that she is working on. Duffy stated this is a non-advertising-based promotion that can be used for resident attraction, tourist attraction or employee attraction. He stated this could be

distributed to developer's, realtor's and HR Manger's as a pdf. Beardsley stated she has created a profile of Oconomowoc for her recruiter to advertise for candidates. She will share her file with Vande Zande. Magnus suggested adding senior living and putting it out on the website.

3d. Discussion/Action: Emerald City Oz Plaza Mural Project

Duffy reported in 2019 the City did the characters for the Wizard of Oz Plaza. There were conversations last year with muralists to put a backdrop on the façade of Grill 164 for people to snap pictures in our community. He stated the emerald city mural was brought to us last spring. He reached out to the Festival of the Arts that this would be a great public art project for the 50th anniversary of the Festival of the Arts at the same time they were cancelling. All murals get approved by the Tourism Commission. Duffy stated Council authorized carry over funds from the Economic Development 2020 budget along with fundraising.

Motion by Sonsalla to approve the installation of the Emerald City Oz Plaza Mural as a backdrop on the wall of 164 E. Wisconsin Ave; second by Boldig. Motion carried

Weber stated there is an existing mural on the building of the raccoon mascot. She stated the mural would be relocated somewhere else downtown. She gave a brief overview of what the concept is for the alley space. Magnus stated this project will be presented at the Committee-of-the-whole meeting tomorrow night. DeVries suggested getting a character or mural of Glenda and doing a brochure. Beardsley suggested getting a QR code that you can scan for all the murals you can stop at. Members agree to have staff move forward and share updates.

Motion by Sonsalla to recommend promoting the Emerald City Oz Plaza Mural project from the Tourism Committee to Council; second by Boldig. Motion carried 6-0.

4. Ideas/Comments from Tourism Members: Duffy thanked DeVries for her service and Vande Zande for all her help. Vande Zande stated she has taken a position with Waukesha County Business Alliance.

5. Other Business: None.

6. Adjourn

Motion to adjourn by Bolding; second by Gresley. Motion carried unanimously.

The committee adjourned at 4:23 p.m.

Tina Wallace, Deputy City Clerk