

**City of Oconomowoc  
Bureau of Economic Development &  
Tourism Commission**

**Monday, February 10, 2020 - 2:00 PM  
City Hall - Conference Room 3**



**Notice:** If a person with a disability requires that the meeting be accessible or that materials at the meeting be in accessible format, call the City Clerk at least 48 hours prior to the meeting to request adequate accommodations. Tel: 569-2186.

1. Call meeting to order
2. Consider/Act on Meeting Minutes:
  - a. Minutes of December 16, 2019
3. New Business
  - a. Discussion/Action: Tourism Fund Carry over for Wayfinding Signage Update
  - b. Discussion/Action: Mural Proposal from OASD for Rail Tunnel
  - c. Discussion/Action: 2020 Tourism Promotional Initiatives
4. Ideas/Comments from Tourism Members
5. Other Business
6. Adjourn

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Diane Coenen, City Clerk  
City of Oconomowoc

Notice is hereby given that a majority of the Common Council and Plan Commission may be present at the above-noticed meeting to gather information about a subject over which they have decision-making responsibility. This constitutes a meeting of the Common Council pursuant to State ex rel. Badke v. Greendale Village Board, 173Wis. 2d 553, 494 N.W. 2d 408 (1993) and must be noticed as such, although the Common Council will not take any formal action at this meeting.

**City of Oconomowoc**  
**Bureau of Economic Development & Tourism Meeting Minutes**  
**Dec. 16, 2019**

The meeting was called to order at 4:02 pm.

Members Present: Cherie Sonsalla, Hilary DeVries, Lori Boldig

Members Excused: John Gresely

Staff Present: Bob Duffy, Sarah Kitsembel, Paige Brunclik, Craig Hoepfner

2. Approve Minutes of Aug. 22, 2019: Motion by Boldig to approve the Aug. 22, 2019 minutes; second by Sonsalla. Motion carried 3-0.

3a. Discussion – Website Status and Statistics: Duffy shared that you see peaks of website visits around events. He said during that time the site averaged 2,800 page views during July and August.

3b. Discussion – Tourism Revenue Status: Duffy indicated recent info shows revenues are tracking lower than budgeted. Could be correlated to recent hotel sales in Pabst Farms. He also stated there were no large events in 2019 as opposed to 2018 and what is planned for 2020 with the Ryder Cup and Democratic National Convention. Duffy said he looks at revenues and expenses to work to get them to be as close as he can each year. Boldig asked about an expense listed for the Wizard of Oz characters. Duffy explained that they are listed as an expense due to the city's financial processes. There is also an offsetting revenue from the donations received.

DeVries asked about an increase in publicity expenses. Duffy explained there was an extra push with print advertising to promote events. In addition, there was a Mayor Monday radio spot promoting the community, as well as holiday downtown shopping kick-off and Christmas Market promotion spots to accompany that effort.

3d. Discussion – 2020 Tourism Projects & Initiatives: Brunclik shared a slide presentation of past tourism initiatives. The majority have been print ads and advertorial content. Information was also shared related to potential opportunities to improve efforts with website enhancements, SEO, social media, targeted articles, and video content distribution.

Tourism Commission members indicated interest in enhancing promotion through articles and/or blogs highlighting shopping, dining, and lodging. Also exploring creative ways to promote and distribute the video content developed by Silverwater productions to drive visits to the website. Staff will evaluate the website enhancement proposals and determine the most cost effective and most impactful tasks to pursue for promotional efforts. Staff may also ask one of the proposers to attend a meeting to share information with the entire Commission. Sonsalla also offered to meet with staff to share her experience in Ely, MN related to social media marketing efforts.

4. Ideas/Comments from Tourism Members:

5. Other Business: Duffy stated that there may be discussion among Common Council members to increase the room tax during the 2021 budget process.

6. Adjournment: Motion to Adjourn by Sonsalla, seconded by DeVries. Motion carried 3-0 Adjournment occurred at 4:47pm



# MEMORANDUM

## DEPARTMENT

Date: February 5, 2020  
To: Tourism Commission  
From: Bob Duffy, Economic Development  
Re: Wayfinding Signage Funds Carry-Over

## BACKGROUND

In 2019, Staff was able to accomplish the completion of the parking directional signage aspect of the project, however due to other demands, the wayfinding signage update aspect was unable to be completed. Staff is working on the plans and logistics of the project for completion in 2020. The City Finance Department has asked that funds be carried over to the 2020 budget to complete the project. As was discussed previously, the cost for the signs and installation is estimated at \$40,000.

## FINANCIAL IMPACT

The project is estimated at \$40,000 for completion and the Tourism Commission previously allocated fund balance to complete the project.

## RECOMMENDATION

Staff recommends continuation of the project and is committed to its completion in 2020.

## SUGGESTED MOTION

Move to approve the carryover of \$40,000 to account # 255.509-9100-340 for Wayfinding Signage Update Project.



# MEMORANDUM

## DEPARTMENT

Date: January 31, 2020  
To: Tourism Commission Members  
From: Bob Duffy, Economic Development  
Re: OASD Mural Proposal for Rail Tunnel

## RELATES TO THE STRATEGIC PLAN

Strategic Goal- III. Focus on Economic Development  
D. Create Tourism Destination Initiatives  
3. Murals Downtown

## BACKGROUND

The City has asked the Tourism Commission to be the review and approval authority for public art and murals in the community. The OASD and several local artists have submitted the accompanying proposal to work with students to enhance the rail tunnel connecting South and Second Streets. The historical context of the proposed mural is to include the Hiawatha trains that were used to transport people from Milwaukee to Minneapolis. They will also incorporate the Oconomowoc Depot which is on the National Register of Historic Places.

## FINANCIAL IMPACT

The project is being done through the efforts of OASD staff and local artists and students. It is anticipated that once mural approval is obtained, they will apply for a Bella Foundation grant for funding the project.

## RECOMMENDATION

Staff feels the project achieves the following goals of the Oconomowoc Mural Program:

1. Beautify Downtown Oconomowoc.
2. Visually improve entry into Downtown Oconomowoc to pedestrians and vehicles.
3. Encourage more art in public and private spaces, especially in Downtown Oconomowoc.
4. Revitalize Downtown buildings and express the spirit of Oconomowoc.
5. Collaborate with the community and build enthusiasm and continued momentum for Downtown Oconomowoc.

## SUGGESTED MOTION

Motion to approve the mural content and proposal as submitted by the OASD and local Artists.

# City of Oconomowoc and Oconomowoc Area School District Collaborative Mural Proposal 2019-2020

## *All Aboard Artists!*

### **Mural Project Overview:**

Oconomowoc Area School District elementary school artists working alongside professional artists, Abby Engstrand, Terri Field, and Anne Raskopf, will create a mural to adorn the tunnel linking West Second Street and West South Street.



Google Maps Satellite Image of Tunnel

The mural will illustrate the long history of train travel to Oconomowoc and the present train traffic throughout the city. Specifically, the train designed by renowned Wisconsin artist Brooks Stevens, Twin Cities Hiawatha, that travelled from Chicago to the Twin Cities stopping in Oconomowoc will be featured in the mural. Along with trains, imagery will include, passengers of various ages and nationalities, train signs, tracks, sky, the Oconomowoc Depot and city landscape.

**Current Photographs of Tunnel:**



**North Entrance into Tunnel**



**South Entrance into Tunnel**



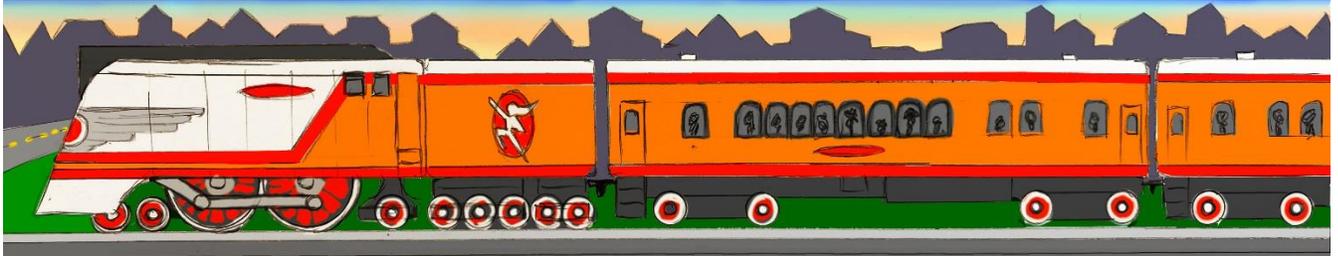
**Inside of Tunnel**



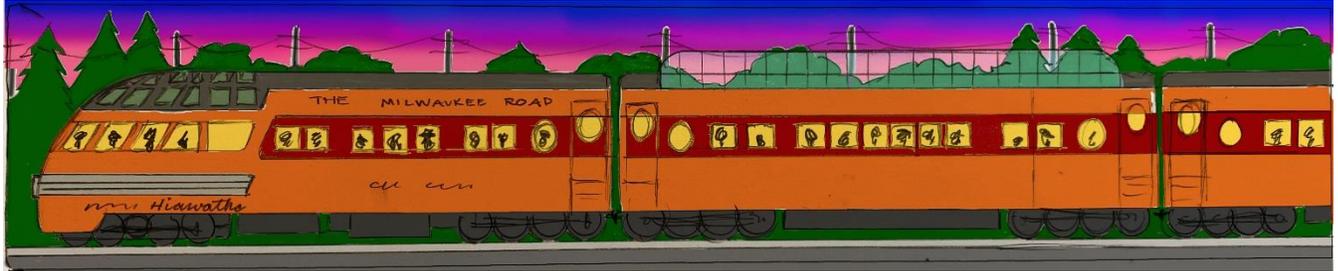
South Entrance



North Entrance



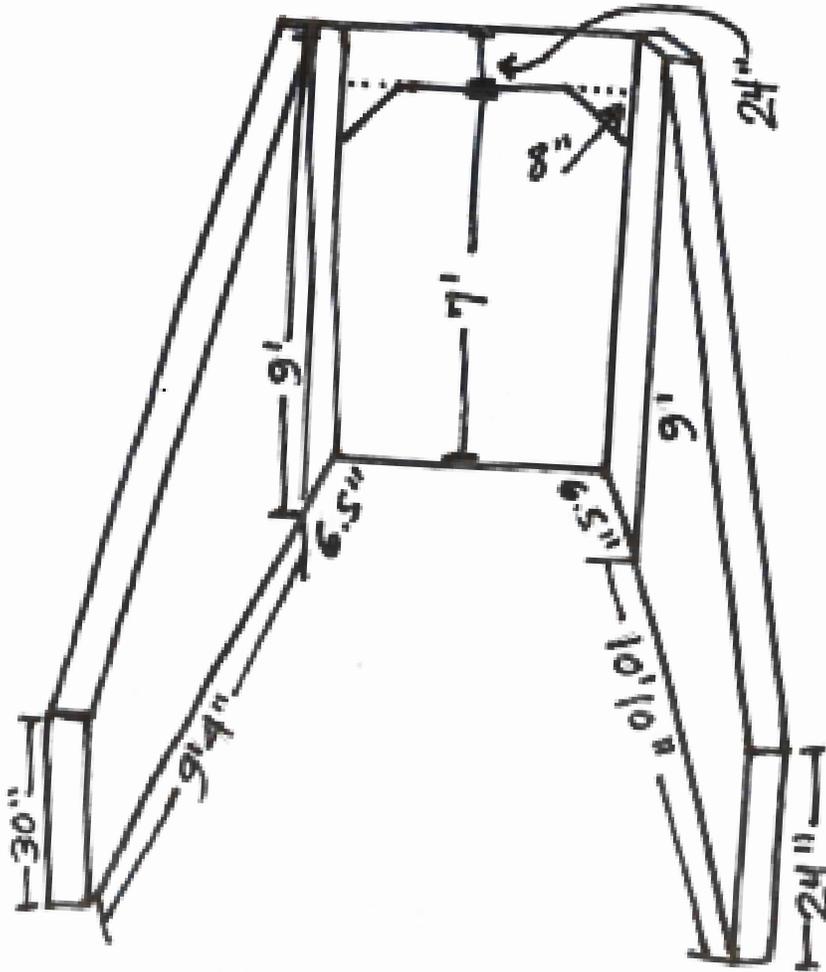
East Wall



West Wall

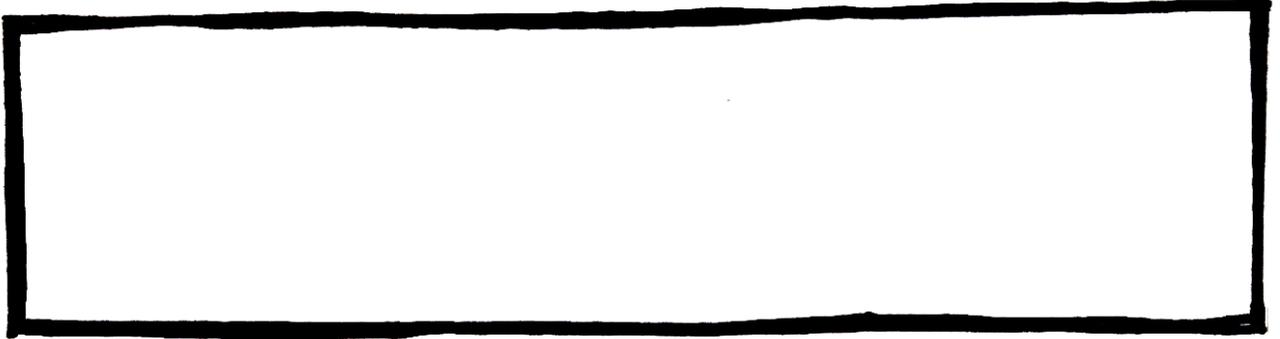
Dimensions of Tunnel:

→ SOUTH ENTRANCE INTO TUNNEL

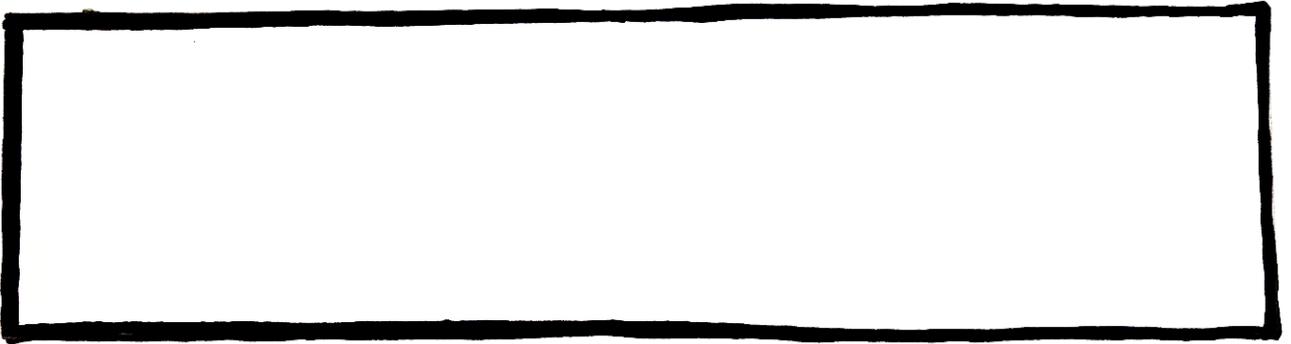


\* EAST WALL = 31'2" L X 6' H  
\* WEST WALL = 31'2" L X 6' H

EAST WALL (31'2" L X 6H)

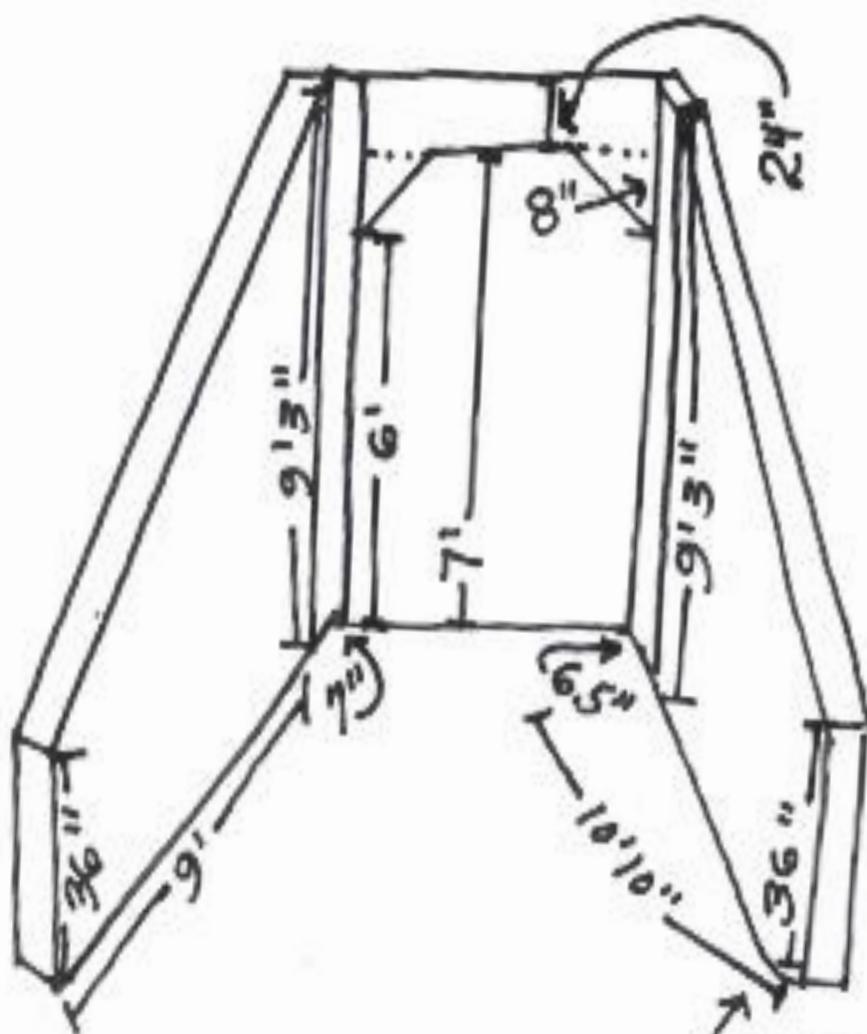


WEST WALL 31'2" L X 6H



— PROPOSED DRAWINGS —  
- NOT TO SCALE

→ NORTH ENTRANCE INTO TUNNEL



\*EAST WALL = 31'2" L x 6' H  
\*WEST WALL = 31'2" L x 6' H

REMOVE SOIL

## **History of the Train Depot in Oconomowoc:**

Chartered in 1851, the Milwaukee and Watertown Railroad reached Oconomowoc in December 1854. Oconomowoc's first depot, a red brick building, had been built in the summer of that year and served as the western terminus of the line through most of 1855. In following years growth of Oconomowoc and increasing traffic on the line created the need for a new depot, which was completed, also of brick, in 1879.

Oconomowoc established its reputation as an important resort during the decade of the Civil War. A substantial number of hotels and resorts, including Draper Hall, the Woodlands, Jones House, Townsend House and Gifford's were in operation by mid-1870. By conveying wealthy vacationers from Milwaukee and Chicago, the railroad was vital not only to the success of Oconomowoc's resorts but also of estates and throughout its heyday the railroad was the chief means of transporting guests and residents alike to the area. By the mid 1890's the need for a new depot had become quite apparent.

Oconomowoc's new depot was completed in 1896 (which still stands today) and served passengers until 1972, when the Milwaukee Road discontinued its Cannonball commuter train. Since that time an agent has been on duty, but the depot has largely remained empty and unused. The Milwaukee Road sold the depot to Kathleen Wussow on May 31, 1978.

On January 29, 1980 the Oconomowoc Depot was added to the National Register of Historic Places.

At various times it has been the site of a taxi service, a youth center and various restaurants and remains a popular restaurant today. It is thought to be the only remaining Fieldstone Depot in the country.

*-History provided by Oconomowoc Area Historical Society and Museum*

## **Tunnel Site Preparation and Materials:**

All surfaces of tunnel will be power washed prior to start of mural project.

The mural will be divided into five main parts, the South Entrance, North Entrance, East Wall, West Wall and Ceiling. All exposed vertical surfaces (excluding ceiling) would be covered with Medium Density Overlay Panels. Medium density overlay plywood, or MDO plywood, is a paintable surface made of plywood with a weather-resistant resin overlay bonded to the wood by heat and pressure. The overlay, which has at least 27% resin content, resists water, weather, wear and degradation. The MDO plywood will be attached to the wall after completion of the mural. The MDO plywood allows the mural

to be transported to each school for children to paint under the guidance of an artist in residence.

After the murals are painted with exterior latex paint, the surface will be treated with Sherwin-Williams Anti-Graffiti Coating. The coating will allow for the City of Oconomowoc to clean all mural surfaces easily and the panels will be mounted to permit easy removal to repair any damages the mural may have in the future.

Wall panels will be attached by Oconomowoc School District carpenters in compliance with City of Oconomowoc recommendations/codes.

The ceiling of the tunnel will be painted in blue and covered with clouds as a continuation from the wall paintings.

### **Historical Image Resources for Project:**



Twin Cities Hiawatha



Sky top Lounge in the Hiawatha



Hiawatha 1964



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Oconomowoc Depot

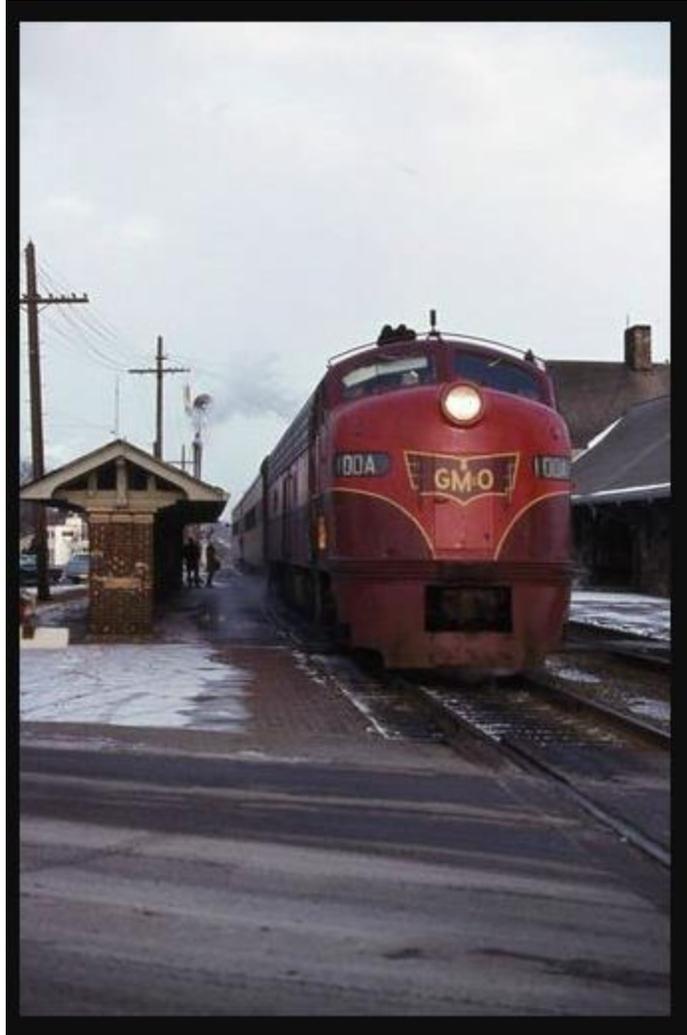
Painting by Gil Reid



Hiawatha Logo



Painting by Daniel Longley



Oconomowoc Train Depot



Signage



**Proposed Budget:**

The entire budget will be funded through private donations and grants through Oconomowoc Area School District.

<b>Budget for Collaborative ALL ABOARD ARTISTS Mural!</b>			
Supply/Service	Quantity	Cost	Total
Vandl Guard Gloss coating to ease graffiti removal. Ten year warranty with a two part application.	4 gallons	300.00	1200.00
UV Guard Mural Paint- Sherwin Williams	10 gallons	70.00	700.00
Medium Density Overlay Plywood	26 (4' by 8' sheets)	50.00	1300.00
Fasteners			100.00
Artist-in-Residence Fees	3 Artists	4500.00	4500.00
Paint brushes, containers and additional supplies will be covered by each school site.			No Charge
Total Cost funded by grant:			7,800.00

**Proposed Schedule with Assigned Staff Person:**

<b>Task</b>	<b>Staff Person Responsible</b>	<b>Date(s)</b>
Proposal to City of Oconomowoc	Anne Raskopf, Suellyn Rohrer-Shellpepper, and Jill LaGrange	November through January
Power wash tunnel and add primer on ceiling. Paint ceiling with clouds.	Power wash: Jill LaGrange and Melissa Winker  Artists will paint clouds on ceiling.	Weather permitting
Purchase plywood, prime plywood, and deliver to each elementary school.	Jill LaGrange	February
Draw proposed sketches onto plywood.	Anne Raskopf, Abigail Engstrand, and Terri Field	February
Introduce the history of trains in Oconomowoc to each student and begin painting murals with artist in residence.	Art Teachers: Kristin Bunker, Krystal Nettlesheim, Melissa Winker, Geoffry Butz and Jill LaGrange Professional Artists: Anne Raskopf, Abigail Engstrand, and Terri Field	March-April
Apply graffiti coating to each panel (3 coats).	Jill LaGrange	April
Install Mural	OASD Carpenter	May
Unveiling of Mural	TBD	TBD

## OASD Art Teacher Schedules

Location	Art Teacher	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Greenland</b>	LaGrange	4,3,2,K (9 AM-2 PM)				
<b>Greenland</b>	Winker		4 - 9-10 3 - 10-11 5k - 1-2 1 - 2-3	4 - 9-10 3 - 10-11 2 - 11-12 5k - 1-2 1 - 2-3	3 - 10-11 2 - 11-12 1 - 2-3	
<b>Ixonia</b>	Butz	1 and 2, (12-4 PM)	K,1,2,3,4 (8 AM-4 PM)	K,1,2,3,4 (8 AM-4 PM)		
<b>Meadow View</b>	Bunker	2,3,5k,1,4 (9 AM-3:30 PM)	Gym	2,3,5k,1,4 (9 AM-3:30 PM)	2,3,5k,1,4 (9 AM-3:30 PM)	2,3,5k,1,4 (9 AM-3:30 PM)
<b>Park Lawn</b>	Nettesheim					
<b>Summit</b>	LaGrange		4,3,1,K,2 (8:55 AM-3:30 PM)	3,1,K,2 (10 AM-3:30 PM)	4,3,1,K,2 (8:55 AM-3:30 PM)	4,3,1,K,2 (8:55 AM-3:30 PM)



# MEMORANDUM

## DEPARTMENT: TOURISM AND ECONOMIC DEVELOPMENT

Date: 2/04/2020  
To: Tourism Commission Members  
From: Paige Brunclik, Community Outreach and Services Assistant  
Bob Duffy, Director of Tourism and Economic Development  
Re: 2020 Tourism Marketing Plan

### BACKGROUND

The Tourism Commission showed interest in a more detailed look at where tourism funds are spent to market the city as a destination for events and lodging. Staff presented many opportunities to promote the city and tourism website in December.

### ADDITIONAL ANALYSIS

Based on feedback from the December presentation staff has condensed promotion opportunities. Staff recommends specific items to pursue with budgeted publicity funds.

### FINANCIAL IMPACT

All items pursued would be done within the 2020 budget amount for publicity. The Commission could discuss using additional funds for additional publicity.

### RECOMMENDATION

Based on feedback and the most effective forms of marketing today, staff recommends pursuing the marketing options presented in the agenda packet. They prioritize digital promotions as well as enhance visibility of the website, VisitOconomowoc.com. The 2020 Tourism Budget has \$30,000 approved for publicity. \$8,500 of that is for Community Center publicity, \$3,200 is committed to the annual Community Guide leaving approximately \$18,000 for other publicity pursuits. Staff recommends committing a minimum of \$15,000 to the proposed marketing efforts included in the agenda packet.

### SUGGESTED MOTION

Staff is requesting a motion to spend up to \$15,000 on website enhancement and publicity items to promote Oconomowoc.

# Oconomowoc Tourism 2020 Marketing



## Website Promotion

Method	Provider	Cost
SEO Engagement	LegitClick Media	\$100/hour or \$400-\$600/month. Recommend at least 6 months of engagement for appropriately \$2,400
Google Ads	Digital Media Lab	\$540-\$810 for 220-330 website clicks. Staff recommends going for the highest click option at \$810
		Total = \$3,200

## Digital Marketing

Method	Provider	Cost
Email Marketing	Digital Media Lab	\$395/month for 10,000 emails to targeted recipients from verified lists. We write/design content, they distribute to their lists. Could do every quarter for \$1,185.
Video Promotion	Discover Wisconsin	\$500/first video; \$200/thereafter. Videos will go on Discover WI app, website and social media. Quick stats: Discover Wisconsin has 167,000 Facebook followers; 50,000 web visitors/month; 200/day. 9 videos would be \$2,100
Journal-Topics.com Website Advertising	Journal & Topics Newspapers	Minimum impression investment is 30 million impressions - \$140. Options are leaderboard ad on top of page, ad in daily emailed newsletter and rail ad on website that shows up on mobile devices as well. Total = \$140
Events Email Program	Travel Wisconsin	\$350 per deployment to 145K opt-in email subscribers who receive a list featuring upcoming events. Do quarterly for \$1,050.
Deals Program	Travel Wisconsin	\$250 per submission. This is primarily focused on Lodging.
		Total = \$4,725 at minimum if only did one Deals Program post and Journal-Topics web advertising was kept to \$140 minimum

## Print Marketing

Method	Provider	Cost
4 page jacket	Lake Country NOW/Milwaukee Journal Sentinel	\$1,870 per zone. Subscribers per zone varies from around 1,500-2,000 depending on zone ie Milwaukee, Whitefish Bay, Waukesha.
Copywriting and Media Outreach	Carla Minsky	\$2,000 for story, media pitch and ownership of story for distribution online and social media
Stickies	Journal & Topics Newspapers	\$750 for 5,000 sticky note style ads placed on front of JT newspapers
		Total = \$4,620 if limit 4 page jacket to one zone

In summary, the total cost of these items is approximately \$12,500 which is under the available publicity funds in the 2020 Tourism budget. Staff welcome the commission's feedback on this proposed investment and the ability to discuss other options.