

City of Oconomowoc
Bureau of Economic Development & Tourism Meeting Minutes
February 10, 2020

The meeting was called by Mr. Duffy to order at 2:00 pm due to lack of Chairperson.

Motion by DeVries, to nominate Boldig to chair today's meeting. Seconded by Sonsalla. Motion carried 3-0

Members Present: Cherie Sonsalla, Hilary DeVries, Lori Boldig

Members Excused: John Gresely

Staff Present: Bob Duffy, Sarah Kitsembel, Paige Brunclik, Kristi Weber

2. Approve Minutes of December 16, 2019: Motion by Sonsalla to approve the Dec. 16, 2019 minutes; second by DeVries. Motion carried 3-0.

New Business

3a. Discussion/Action – Tourism Fund Carry-Over

Staff is continuing to work to finalize the wayfinding signage replacement plan. The existing signs were installed in 2008. They are fading and there have been new destinations that can be incorporated on the signs. Staff is also looking to add signs to eliminate gaps in the system to destinations. In order to implement Staff need the Commission to approve the funds carry-over to complete in 2020.

Motion by Sonsalla, to approve the carryover of \$40,000 to account # 255.509-9100-340 for Wayfinding Signage Update Project. Seconded by DeVries. Motion carried 3-0.

3b. Discussion/Action – Mural Proposal from OASD for Rail Tunnel

OASD Art Teacher Jill LaGrange and other local artists are looking to coordinate efforts to enhance the pedestrian tunnel that connects Second and South Streets in Downtown Oconomowoc. The vision is to paint the mural on panels in classrooms with local students of the Hiawatha trains that formerly traveled through Oconomowoc between Minneapolis to Chicago. Several schools and many students will participate in the project which is pursuing funding through the Bella Imagine a Day Foundation to complete the project. Once completed the panels will be affixed to the walls of the tunnel to complete the mural. An anti-graffiti clear coat will be used to ease maintenance in the event damage does occur. Ms. LaGrange shared her insights related to the experience with murals is they are respected and not harmed once completed. It is anticipated the project would be completed around May/June prior to the end of the school year.

Motion was made by DeVries to approve the OASD Mural proposed for the pedestrian tunnel. Seconded by Sonsalla. Motion carried 3-0.

3d. Discussion – 2020 Tourism Projects & Initiatives:

The meeting materials included an executive summary list of initiatives. The majority of our efforts for 2020 will be for website and digital promotional opportunities. Print promotions will still occur for the Community Center, Community Guide, and OAC program. Brunclik provided an overview of the staff recommendation for tourism initiatives to pursue in 2020 and the dollars associated with each. All of the items recommended would be able to be accomplished with the funds budgeted for 2020. This will allow the opportunity to track success for our efforts and better target efforts for future years.

Motion was made by DeVries to approve the recommended promotional plan prepared by staff. Seconded by Sonsalla. Motion carried 3 – 0.

4. Ideas/Comments from Tourism Members: None

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 Boldig. Motion carried 3-0 Adjournment occurred at 2:48pm

Minutes taken by: Paige Brunclik, Community Outreach/Services Asst.