

**City of Oconomowoc  
Bureau of Economic Development & Tourism Meeting Minutes  
August 31, 2020**

This meeting was called to order by Chairman Duffy at 3:45 PM.

**Members present:** Mayor Bob Magnus, Cherie Sonsalla, Lori Boldig, Hilary DeVries and John Gresley

**Members Absent:** Kendel Beardsley

**Staff present:** Bob Duffy, Paige Brunclik, Kristi Weber

**Old/Unfinished Business**

**2a. Presentation/Discussion/Direction: 'Natylix Oconomowoc Drink N Dine Portal**

Chief Executive Officer of 'Natylix, Regi George shared information on how to create a more digitally connected community using his service which would offer a digital service for dining and events. George shared statistics on the amount of time U.S. residents spend on mobile devices and apps.

Magnus asked George how long 'Natylix has been in business. He said since September of 2019. Since that time he has been leveraging partnerships with other communities such as Hartland and Green Bay.

Weber asked how user friendly the app is.

George shared a dashboard for restaurants from both a customer and business owner perspective.

Sonsalla asked how the app would be promoted. George said his company would promote it.

Other commission members asked how it could work with other online ordering applications. George said that is being researched.

Magnus asked about a launch timeline. George said he would like to work on this with

Oconomowoc as a beta testing community with the goal of a November launch.

**New Business**

**3a. Discussion/Direction: Visit Oconomowoc Destination Marketing Plan 2020-2021**

Duffy shared information regarding current marketing efforts and work done to date. He explained that Mayor Magnus tasked staff to come up with a more formal plan and mission for tourism promotion to be better prepared to attract more visitors to the area and increase hotel stays for increased hotel tax revenue.

Weber shared an introduction to the marketing plan expanding on projects that staff has launched and will continue to carry out to promote the city. Brunclik continued with more information on marketing project goals with a focus on increasing stays and hotel tax revenues.

Duffy added that Oconomowoc has truly always been a progressive community that thrives when others have not. He said the marketing plan continues that momentum and also reaches all generations that can come and enjoy the city.

DeVries said she loves the motivation behind the plan. She likes the ideas of planned vacations that are presented in the plan. She agrees the goal would be for people to stay here and not just come to attend an event.

Duffy asked the commission if there are specific priorities staff should work toward.

Sonsalla said that the best way to promote these ideas would be to run them on multiple platforms and advertising methods to saturate a certain demographic or area.

Gresley agreed that the ideas are great but if no one knows about them the work doesn't matter.

**4. Ideas/Comments from Tourism Member:** No comments.

#### **Other Business**

##### **5a. Discussion/Direction: Banner Concept to Promote Local**

Magnus explained that he plans to pitch to the Committee of the Whole Sept. 1 the idea of a large banner that would stretch above Wisconsin Avenue between City Hall and another building across the street would help promote shopping and dining in the city as well as the potential for promotion of events. Members Gresley, DeVries and Boldig liked the idea and said that as members of the Downtown Oconomowoc Business Association they have been trying to have something similar for many years.

Magnus indicated that more information on installation including pricing, an agreement with the other building and engineering is needed before making a final decision.

The committee adjourned at 4:45 p.m.

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