

**TOURISM COMMITTEE**  
**MONDAY, MARCH 13, 2017 @ 5:00 p.m.**  
City Hall Council Chambers

*Mission Statement: The Committee shall foster ideas for improving existing facilities and programs to attract tourists to our community. Our purpose is to promote our various community attractions, encourage all community businesses and community-based organizations to participate, and assist in the sound development of our tourist facilities of our city.*

1. The meeting was called to order by Vice-Chairperson Thompson @ 5:05 p.m.
2. Roll Call: Jean Feldt (+ 5:10), Doug Thompson, Ron Hayes, John Honish, and Alternate Members John Wittkopf and Nathan Figueira; as well as Advisory member Dale Mohr (+5:15)  
Absent: Jean Young

Also Present: City Administrator Sara Perrizo, Sam Boucher/OCEDC, Bob LeBreck

3. **Hayes moved approval of agenda as presented. Honish seconded. (5 Ayes)**
4. **Approval of minutes from the 02/13/17 meeting was called by Hayes with a Wittkopf second. (5 Ayes)**
5. Public Input/Correspondence: Email from Fisherman's Digest had a Co-op advertising opportunity update from the OCEDC. Sam requested more Breakwater brochures; three shows remain. \*Perrizo presented a possible (informational) change in our City 4<sup>th</sup> of July celebration. The Saturday prior (2017) we hope to have a Band and Boat Parade at City Docks with activities: fireworks will be shot off from the jetty/breakwater. \*Hayes continued with a possible combined community Water Fest/Carnival on the waterfront. We could solicit organizations in town for support/fundraiser. (Monetary support already exists.) \*Sam Boucher added that she could combine a Co-op for a "play Across the Bay" connection. \*Thompson took an inventory at Bread by the Bay: public would like to see an east side park with kid playground equipment... and perhaps basketball hoops by the Fire Department for youth (creating a positive youth environment). Wittkopf suggested these be at City Docks. (Central would be behind the Main Street Pharmacy.) Discussion of where we could place a central City Park occurred, however we are aware of Park and Rec. overload.

6. Discussion/recommendation/updates/progress reports on the following:  
(Feldt resumed Chairmanship.)

- a. An Advertising Proposal for Fox Cities Magazine (OCEDC) was suggested by Boucher: would Tourism be willing to partner? A full page is most effective. How much would we spend? This is a well distributed magazine. We could highlight our fishing/natural environment/campground opportunity. (We could share a page with the OCEDC. We could have 2 pages shared.) May marks the deadline; July marks the due date. **Thompson motioned to set \$1,300 aside for an ad shared with the OCEDC. Wittkopf supported with a second. (5 Ayes)**

- b. Roundabout Statues: Carl Vanderheyden, outdoor artist, brought a larger-than-life Walleye as well as photo examples and one that was 3-D stuffed. He had photos of our roundabout and how it would look with approximate size. **Thompson motioned we appropriate no more than \$10,000 for the statue. Honish called second. (5 Ayes)**

Suggestions of patches of ornamental grass... posts with ropes... could be added. Artist Vanderheyden thought it could be completed by June; our City needs to install: Wusterbarth could orchestrate with specks. A dedication would be appropriate.

c. A City Visitor's Guide continues to be a goal. Once again Hayes brought examples from the past, which he shared. Discussion ensued with Feldt taking them for further inspection, decision-making and perhaps a mockup. The issue will appear on our agenda next month. \*Boucher also brought the **2017** March/April Badger Sportsman issue which shows an ad of Oconto County: pg. 55. Effectiveness of the articles and ads was discussed.

**d. It was moved by Hayes to approve the Expenditure Guidelines. Thompson seconded. (5 Ayes)**

e. Positive Thoughts: Chairman Feldt expressed how great it is to have Figueira back with Tourism. The Committee is excited about where we've been, and what we saw and heard today: we're working. It was noted that we have a wonderful team of people. Suggested was a stuffed Walleye toy with "Oconto Monster" on its side... to be sold. Note: "Discover WI" airing Sunday 11:30 a. m. on Channel 5/cable channel 6. It's GREAT to have Sam at our meetings! New and refreshing is the Water Carnival/Fest. We should think of new ideas... and keep activities for our community. Channel 5 will be here for Copperfest. Boucher will be involved in softball tournaments. We move from baby steps to completion... and Figueira says we are **still** moving forward.

7. Next Regular Meeting Date: Monday, April 10 @ 5 p.m.

8. Agenda Items: Pre 4<sup>th</sup> of July/Water Fest/Carnival

Dedication of History on the Bay signage: Holtwood

City Visitor's Guide

**9. Adjournment was called by Thompson with follow-up of Honish @ 6:15 p.m. (M/C)**

Minutes submitted by

Susan K. Seidl