

TOURISM COMMITTEE

MONDAY FEBRUARY 18, 2019 @ 5:30 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 February Tourism Meeting was called to order by Chairperson Feldt.
2. Roll Call: Jean Feldt, Ron Hayes, John Honish, John Wittkopf, Jean Young, and Alternate Member Susan K. Seidl
 - Absent: Alternate Member Nathan Figueira
 - Others Present: Administrator Sara Perrizo and Council Member LeBreck
3. **Honish motioned approval of agenda as presented; Wittkopf seconded. (5 Ayes)**
4. **Approval of minutes from the 12/17/18 meeting was voiced by Hayes with a Young second. (5 Ayes)**
5. Public Input/Correspondence: Seidl brought the following (relating to our 150th Anniversary) for perusal- an article on lumberjack logrolling; a list of common words of the 1860's with Civil War Military terms; and present day slang words and phrases. Administrator Perrizo asked that members of the Committee to consider attending the WI Governors' Conference on Tourism (WI Dells March 17 – 19).
6. Discussion/recommendation/updates/progress reports on the following:
 - a. Oconto's 150th Anniversary (March 11, 2019)
 - i. Anniversary Banners for Main Street Light Pole design was solidified to represent our celebration coin and agreed upon: Vital Signs will complete the art work. **Hayes motioned to cover the cost of Anniversary banners for Main Street @ \$75.00 apiece; Honish called second. (M/C)**
 - ii. Banner for City Hall/Other Decorations— An 8'–10' banner was thought to cost \$200 - \$300. **Wittkopf motioned to allow up to \$500 covering such décor with a Young second. (M/C)**
 - iii. Update on Coins— It was determined that potential drawings with prizes would accompany purchase. Each 2019 event will hold drawings to be seen on "Facebook" and in The Oconto County Reporter. Coins will be sold at City Hall. (Monies will be for the coins, fireworks, prizes, and event costs.) Perrizo will write an article. Early P.R. has given a good start.
 - iv. Quotes for March 11, 2019 Kickoff/Reception— Local establishments, who have been generous to events in the past, will help defray costs and assist with food items: Shell, Crivello's, Thompsons.... **Wittkopf motioned to allow up to \$500 for further purchase of necessary reception items. Hayes called second. (M/C)**
 - v. Beer Trays— Cost and amount to be purchased were discussed. **Hayes called to motion that we purchase 20 – 30 more trays to be sold @ a cost of \$10.00 each. Honish called second. (5 Ayes)** Other discussion covered was shirts via Creative Apparel and selling Oconto-ware, trays and beverage containers ala Oconto businesses.
 - vi. Song Contest— It was thought that our local schools could be involved herein. Rules have been established. (Also there will be videos and poetry.) Discussion with Steve Peterson as to judging and lineup of public performances outdoor at the Beyer Home has been had.
 - b. Waterfest 2019 will be July 3rd. Administrator Perrizo announced that there are 8 vendors in pre-commitment. Advertisement is yet ahead. Two smaller busses and water transportation are planned from the waterfront. Parking also has been an issue which continues to need consideration. The band will play AFTER the fireworks, as well. Fireworks options available were evaluated. The Chamber will cover the band and.... Could we find a sponsor for our fireworks? **It was motioned by Young and seconded by Honish to purchase the \$10,000 fireworks package offering 250 shells for 20 minutes. (5 Ayes)**
 - c. Updating of Printed Tourism Materials remains in process.
 - d. The request from our Copperfest Steering Committee for Tourism's 2019 Contribution was based on expanded band competition and expansion of our sesquicentennial in the local Copperfest parade. **Wittkopf motioned to allow a \$2,500 donation to the Copperfest Steering Committee as Tourism's 2019 contribution; Hayes called second. (M/C)**
 - e. **Expenditure Guidelines were viewed and accepted by Hayes with a second motion of Honish. (M/C)**
7. Next Regular Meeting Date: Monday, March 18 @ 5:30 p.m.
8. No new Agenda Items were created.
9. **Wittkopf summoned adjournment @ 6:18 p.m. with vocal support of Young. (M/C)**

Minutes submitted by
Susan K. Seidl