**Minutes of the Meeting of the Tourism Committee Held**

**On Monday, August 26, 2013**

1. Meeting called to order by Chairperson Pleshek at 5:15 p.m.
2. Roll Call: Jean Pleshek, Terri Berth, Cordula Van Den Heuval, Ron Hayes and Ed Zahn

Also Present: Paul Ehrfurth, Nancy Rhode and Sara Perrizo, Administrator and as Recording Secretary

Excused: Marsha Present

Absent: Lynn Hearley and Dale Mohr

1. Approval of Agenda

**Moved by Hayes, seconded by Pleshek to approve the agenda as presented. M/C**

1. Approval of minutes from the 07/29/13 meeting

**Moved by Berth, seconded by Plesheck to approve.**

**Motion carried upon verbal voice vote. 3 ayes**

1. Correspondence/Public Appearances

Hayes commented on the Goals for Long-Term growth item that was on the previous agenda. He noted that Van Den Heuval suggested creating a comprehensive brochure for the City. Hayes stated that the Chamber of Commerce is interested in doing something like this. They are talking about it now and getting bids for it. It would be nice to collaborate with the City on this project. On that note, Van Den Heuval suggested finding a way to bring all of the brochures together to places outside of Oconto. Ehrfurth suggested speaking with Sam Routheau regarding how the Discovery Guides are distributed. OCEDC is also creating a task force to conduct a tourism assessment and they envision it morphing into a County-wide tourism initiative.

Hayes also read from the minutes that Present had suggested that the Chamber of Commerce work with other Chambers on promotion. This is already being done – there was a recent joint Chamber golf outing with Oconto Falls and they plan on purchasing television spots with the proceeds. Channel 11 will match what the Chamber spends on advertising and the spots will air in September.

Perrizo stated that she spoke with Pete Stark and informed him that there is only 3 weeks worth of funding remaining in the budget for the Copper Culture tour guides. Two weeks have yet to be paid, so therefore there is really only one week left at this point. Van Den Heuval commented that there have been a lot of people at the park this summer.

1. Discussion/Possible Recommendation on:
   1. Recap of SAGBRAW Bike Tour Stop

Perrizo reported that the cost and revenues from the fruit sales broke even. There were approximately 350 bicyclists who stopped at the Breakwater that day and most of them went down the end of the causeway and commented how beautiful the Park is. The bicyclists came from all over the United States. Van Den Heuval commented that she also saw some of the riders in town at various businesses.

* 1. Recap of AIM Fishing Tournament

Pleshek stated that the tournament was a “huge hit”. She would like to see the former Tournament Director, Dick Doeren, involved again next year as he has the experience and is a great asset to the community.

Perrizo went over the revenues and expenditures for the tournament. The net cost to the taxpayers was approximately $8, 600 less the estimated $1,000 of pre-fishing.

Discussion ensued regarding tournaments for 2014, including the Cablela’s NWT. Ehrfurth stated that the City can apply for another grant for this tournament as it would be new to the area. He also suggested compiling a fact sheet for the public to see the benefit of these tournaments.

Hayes suggested looking at tournaments in other locations to see what they do with them. Pleshek commented that a kids’ tent would be a great addition. The Committee will work on ideas for next year.

* 1. Trolleys for the City

Hayes stated that the concept has been that each local government representative (i.e. Reid Ribble, Ron Johnson) has access to grant money. In the past, the City asked for $225,000, but lost out to a project in another area. The City is disjointed in its physical locations such as the Harbor and the Campground. The trolleys could be used to transport for tourism as well as local residents, especially children, the elderly, the handicapped, etc. Pleshek used the example of a day boat trip – the boat could dock at the Harbor and the visitors could come into the City to eat, enjoy Oconto, etc. Hayes said that ads could be sold for the sides of the trolleys and they could provide stops at those locations. The City could employ 9-15 full or part-time employees. Van Den Heuval asked how many trolleys there would be and Hayes replied 2 or 3, with more running during the peak summer season. The State may require that we charge a fee, but to offset that, tokens or coupons could be given to the passengers if desired. Van Den Heuval asked about the upkeep and maintenance of the trolleys, which Hayes suggested could be handled by City staff.

Pleshek is in favor of the trolleys. They will help with parking issues and well as being “green”. She asked what the next steps would be. Hayes suggested a presentation to the Council asking for their support. Initially, used trolleys could be purchased and there may be some individuals interested in contributing in exchange for naming rights.

**Moved by Pleshek, seconded by Berth to put on the Committee of the Whole agenda an item to request and approve to research funding and implementation of Oconto trolleys.**

**Motion carried upon verbal voice vote. 3 ayes**

* 1. Advertising in the 2014 Discovery Guide

Ehrfurth asked if there were any new ideas for the ad as they offer no-cost design services. Van Den Heuval would like to see a change to show all of the attractions the City has. Hayes agreed that the current ad is heavy on fishing and Van Den Hueval suggested having only one fishing picture and changing the others. Discussion ensued regarding a one or two page ad and design ideas.

**Moved by Pleshek, seconded by Hayes to approve 2 full-page ads in the 2014 Discovery Guide at a cost of $2,500.**

Ehrfurth stated that a “silent sports” section will be added for 2014. Rhode commented that last year the City paid for the Copper Culture Park ad and the Committee agreed to hold on that for now, pending a request from the Historical Society.

**Motion carried upon verbal voice vote. 3 ayes**

* 1. Request from Oconto County Economic Development for 2014 Contribution

Ehrfurth explained that these requests have been done for several years. Last year many towns, cities and villages contributed. This money allows them to bump up tourism marketing. Ehrfurth handed out a list of marketing ideas for 2014.

**Moved by Hayes, seconded by Pleshek to expend $2,000 from Tourism for a 2014 contribution to Oconto County Economic Development.**

Hayes stated that OCEDC had assisted with the grants for the fishing tournaments this year and he anticipates the same for next year.

The consensus of the Committee was to pay the contribution out of the 2013 budget.

**Motion carried upon verbal voice vote. 3 ayes**

* 1. Request from Oconto County Historical Society for Printing of Self-Guided Walking Tour Brochures

Van Den Heuval showed a copy of the existing booklet. They went fast this year because of the increased tourism at Copper Culture Park. The estimates are $577.68 for 500 or $765.69 for 1,000 booklets. The Historical Society has no funding available at this time to have these printed.

Pleshek asked if these will be a direct re-print. Rhode suggested adding the Historical Society website address to the booklet. Pleshek will donate her time for any design changes. Discussion ensued regarding printing in color versus black and white. The consensus of the Committee was that color printing would be better.

**Moved by Hayes, seconded by Pleshek to approve printing the brochures in color or black and white at a cost not to exceed $800 with the necessary changes, updates, etc.**

**Motion carried upon verbal voice vote. 3 ayes**

* 1. Promotion of Oconto Breakwater and Harbor

Perrizo stated this was placed on the agenda at the request of Roger Reed. Nancy Rhode was present to represent the Harbor Commission. She stated that the Commission has done some things, but they would like to see more done to promote the Harbor. However, they don’t want to step on any toes, so she suggested holding joint meetings of the Harbor Commission and Tourism Committee. Hayes commented that it has kind of been like a joint venture. The Tourism Committee gave money for the cameras at the Harbor. He agrees that joint meetings would be good on a quarterly basis.

Rhode and Pleshek commented on the need to have cable internet out at the Harbor. Cost estimates need to be obtained.

**Moved by Pleshek, seconded by Hayes to hold quarterly meetings with the Harbor Commission to discuss marketing for the Breakwater.**

**Motion carried upon verbal voice vote. 3 ayes**

* 1. 2014 Fishing Tournaments and Walleye Madness Festival

This was discussed earlier in the meeting. The goal is to have 3 tournaments next year – the MWC, NWT and AIM. Hayes hopes that these can

be done for the same amount of money budgeted for 2013.

* 1. Goals for Long-Term Growth

Pleshek stated that a good list has been created. The next step is to share it. Hayes commented that we need to keep our “foot on the pedal” and also that the new banner poles can’t be forgotten. Perrizo will talk to Wusterbarth about the poles.

* 1. Expenditure Guidelines

These are informational. Perrizo stated that there is $16,840 remaining in the 2013 budget.

* 1. 2014 Budget

Perrizo stated that salary and Social Security accounts need to be added to account for the Copper Culture tour guides. Advertising and Marketing can then be reduced by $2,600. Berth asked where the various requests for funding from civic groups are located. They are in Advertising and Marketing also.

Perrizo commented that the Mayor would like to see the contribution to Copperfest moved back to the Tourism budget from the City Council budget. Pleshek agreed. Also, the consensus was to move the expenditures for the annual fireworks and Winter Wonderland to the Tourism budget. This will increase the Tourism budget, but decrease the City Council budget.

Hayes asked what was paid out of the “other” account. Perrizo said that it is the lease fees for the land that the Oconto signs are located on.

**Moved by Pleshek, seconded by Berth to approve the Tourism budget for 2014 in the amount of $51,625.**

**Motion carried upon verbal voice vote. 3 ayes**

1. Next Meeting Date – Monday, September 30 at 5:15 p.m.
2. Agenda Items - TBD
3. **Moved by Hayes, seconded by Berth to adjourn at 7:35 p.m. M/C**

Respectfully Submitted:

Sara J. Perrizo, CPA

Administrator