**MINUTES OF THE TOURISM COMMITTEE**

**Held on Monday, April 27, 2015 @ 5:15 p.m.**

**PURSUANT TO NOTICE DULY GIVEN**

Oconto City Hall, Council Chambers.

1. The April meeting was called to order by Mayor Victoria Bostedt @ 5:19 p.m.
2. Roll Call:  Jean Feldt, Cheryl Naniot, Carol Newbury, Doug Thompson, Sue Anderson, and Advisory Members Ron Hayes, Dale Mohr, and Cordula Van Den Heuvel

Others Present:  Bob LeBreck, City Administrator Sara Perrizo

3.  **Nominations for the Election of Chairman were called 3 times by Mayor Bostedt.  A motion to close nominations was called by Feldt and seconded by Thompson.  Feldt moved that Carol Newbury be elected Tourism Chairperson.  It was seconded by Naniot.                             (5 Ayes)**

4.  **A nomination for the Election of Vice-Chairman was called by Chairman Newbury 3 times with both Sue Anderson and Doug Thompson receiving nomination.  The motion to close nominations was called by Feldt and seconded by Anderson.  Via paper ballot Doug Thompson has been elected Vice-Chairman moved by Naniot and supported by Feldt.  (5 Ayes)**

5. **Approval of agenda as presented was motioned by Feldt.  A second emitted from Naniot.  (5 Ayes)**

6. **Thompson called approval of minutes from the 02/09/15 meeting.  Feldt seconded.  (5 Ayes)**

7. Public Input/Correspondence:  Mayor Bostedt welcomed Sue Anderson to the Tourism Committee.  Van Den Heuvel explained our sustained Bird City High-Flyer status as the WI Bird City Brochure was distributed:  Van Den Heuvel has set honorable State standards.   Mohr issued information on the March ADA accessibility platform which has been in a 2 year follow-up.  Since the initial handicap platform interest, the DNR implanted a new coordinator who is looking into it:  4 alternatives were established last fall.  The Marsh ADA accessibility has been included in the DNR Master Plan. Administrator Perrizo reported that the platform was recently visited by Director Bostedt and the DNR so it is in the works.  Mohr doesn’t want to see it forgotten as at this time DNR monies have been approved for the structure.  Anderson established that the Marsh walkway is smaller than that being expanded at Copper Culture State Park.  Finally, Perrizo noted an ad handout of our harbor in the background from Oconto County Economic Tourism Development in Badger Sportsman Magazine which is cost joint effort marketing. Facebook/www.ocontocounty.org.

8. Discussion/recommendation/updates/progress reports on the following:

1. **Agreement with Five Star Fireworks Co. for the July 4th Fireworks Show was reached with a motion to buy into a 3 year contract at $5,300.00 per year (with the accepted** **language in the agreement) by Feldt and a second from Naniot. (5 Ayes)**

Administrator Perrizo explained the advantages and printed language agreement which was a savings of $200.00 per year and included more bonus product.   The company also returns for clean up.  This is the same group who handle fireworks at Copperfest.  The Police and Fire Departments are in agreement.  Additionally, she mentioned, the Copperfest Committee has included carnival rides again.

b. **Feldt made a motion that the Invoice from Tower Optical for Binocular Viewers in the Amount of $900 be paid, if not a Chamber donation. Anderson seconded.                                       (5 Ayes)**

Administer Perrizo noted to our advantage that Tower Optical also handles maintenance.  She assured the Committee monies were available in the Advertizing and Marketing Budget.

c. The First Impressions Program was introduced by Mohr:  2 opposite city groups visit each other’s community unannounced and make a report on the community as to what a tourist would see.  A checklist does exist.  The result is given to the representing members from which they make their choice of approach for city betterment.  It is an “in kind” program of 6–10 individuals.  (Our visit would be to Algoma (in July they request) requiring 6-8 members:  2 students (Student Council will be sounded by Anderson), 2 senior citizens, and others possibly of Tourism/City/ Chamber.  The website would determine our visit of business owners, restaurants, Main Street, etc.  (Mohr could give a brief pre-training.)  Well over 300 communities have participated with the intention to improve one’s community.  **Newbury made a motion to accept the First Impressions challenge making a July visit to Algoma and to have their July/August visit here.  Feldt indicated a second.          (5 Ayes)**

d. Signage for Oconto River State Trail— Administrator Perrizo needs to coordinate with State.  Tabled.

e. SAGBRAW Bicycle Tour Stop – August 1, 2015— While complimenting Committee members and City volunteers, the Mayor distributed Examples of Past Host Towns activities with SAGBRAW at the request of Hayes.  This year’s schedule includes:  Wake up vendor First American Lutheran Youth group; Breakfast vendor the Trail of Terror; Luggage team and Red Wagon team of Boy Scout 1084; Crivello’s meeting area which was established by Feldt; Taste of Oconto for the activity via our Commission on Aging busses.  It was determined that a count per restaurant be requested with biker reservation.  Music will be available in a couple establishments.  **Newbury called a motion to have Administrator Perrizo inform Oconto restaurants of the SAGBRAW Bicycle Tour Stop and food opportunity and to request their intended involvement with menus.  Thompson expressed a second.                                    (5 Ayes)**

f. Great Lakes Boating Magazine Advertisement— Note: #7. Mayor Bostedt was pleased to announce that Oconto Sailfest will be included in their May publishing.

g. Ideas for Oconto Promotional Video— Thompson met with Superintendant Aaron Malczewski who is interested in the product.  He suggests the City create a slogan and the school district will create one of their own.  It was noted that Oconto Falls is putting up billboards which are drawing new school enrollment costing our district tax dollars.  Hayes noted that budget is an issue here.  A sub-committee was suggested to which Feldt, Thompson, and Anderson volunteered.  Newbury requested members bring written IDEAS to the May meeting.  Discussed will be where we start. Tabled.

h. Community Development Strategies for Tourism (handout provided at last meeting) – Tabled.

1. Bird City/Directional Signs— Van Den Heuvel announced the signs are here and will be placed by Park and Rec.  She also announced that she is considering changing Naturefest to a bi-annual event to keep it fresh.  She stated this would not change our Bird City status since we hold several events throughout the year.

j. Native Dancers for Naturefest— Van Den Heuvel requested to use $1,000.00 of Bird City funds for the dancers.  **Feldt voiced a motion to utilize $1,000.00 of Bird City monies for the 2015 Native WI Dancers; Naniot called second.              (5 Ayes)**

k. Brochures, Posters and Envelopes for Naturefest were accompanied by a tally sheet from Bay Impressions.  Envelopes were changed to $11.00 grand totaling $311.64.  **Feldt motioned a check be cut for Naturefest brochures, posters and envelopes in the amount of $312.00 from the Bird City budget.  Thompson seconded.    (5 Ayes)**

VanDen Heuvel has requested that the Historical Society, Oconto City and County set up tables with their activities at the event in 2015.

l. Expenditure Guidelines were reviewed.

9. Next meeting date:  Monday, May 18, 2015 @ 5:15 p.m.

          10. Agenda Items:  Signage for Oconto River State Trail

                                                 Ideas for Oconto Promotional Video

                                                 Community Development Strategies for Tourism

Newbury requested the City Activity Calendar be present at the Tourism meeting site.

11. **Adjournment was summoned by Feldt @ 7:38 p.m. supported with a second call by Anderson.                                                                        (M/C)**

Minutes submitted by Susan K. Seidl