

**Minutes of the Meeting of the Tourism Committee
Held On Monday, October 10, 2016 Pursuant to Notice Duly Given**

1. Meeting called to order by Chairperson Feldt at 5:00 p.m.
2. Roll Call: Jean Feldt, Doug Thompson, Dale Mohr (advisory member, arrived at 5:16 p.m.), Ron Hayes, Nathan Figueira, Diane Le Breck, John Wittkopf
Also Present: Alderperson Le Breck, Jim Valentine and Jean Fogelburg, Jennifer Marquardt, Liz Walker, Sam Boucher from OCEDC, Administrator Sara Perrizo as recording secretary and other interested parties
3. Approval of Agenda
Moved by Figueira, seconded by Hayes to approve the agenda as presented. M/C
4. Approval of Minutes from the 09/12/16 Meeting
Moved by Hayes, seconded by Le Breck to approve the minutes as typed.
Motion carried upon verbal voice vote. 5 ayes
5. Public Input/Correspondence
Boucher informed that Winter Wonderland is coming along nicely. Also, the design for the Discovery Guide is due this week. Feldt and Boucher will work together on that item.

Feldt asked if there are any recommendations for a committee member to replace Tracey Bostedt, who has resigned. Several suggestions were made and will be passed along to Mayor Heier.
6. Discussion/Possible Recommendation on:
 - a. Recap of 2016 Fly-In
Valentine thanked the Committee for their contribution to the Fly-In. There was an estimated 10,000 people in attendance, with income of approximately \$13,000 and expenses of approximately \$10,000. The \$3,000 net will be used for future expansion or saved for a “rainy day”. Expenses include porta potties, airplanes, fuel, advertising, insurance and other smaller items. Mohr asked what is required of the vendors who attend the show. Valentine explained that the non-profit vendors are not charged and all other vendors are charged \$25. The Fly-In is kind of plateauing in attendance and to go beyond that, advertising will have to occur in different markets. Televisions ads would be most effective and are also very expensive. Larger crowds will allow for bigger planes to be brought in and Valentine believes it is realistic to grow the event to an attendance of 20,000.

Hayes noted that for revenue of \$13,000 at an admission price of \$5, that would only be 2,600 people. Valentine stated that kids and vendors get in free. Hayes asked if any of the revenue goes to the Airport. Valentine stated that the Airport does not receive anything for holding the event and also noted that none of the volunteers receive any pay, either. The goal is to promote the Airport and the City. If people can’t afford the admission price, then they aren’t made to pay. Hayes stated that many people are under the impression that the Fly-In is a fundraiser for the Airport. Fogelberg stated that last year the Airport actually gave money to the Fly-In, but

this year the Fly-In declined the donation. R. Le Breck noted that the Airport also benefits from the gas sales for the event. Valentine has checked with similar events and noted that they do not pay for use of the airports, either.

Hayes stated that he is just trying to understand how 10,000 people can attend the event, but the revenue doesn't match. Boucher suggested that she work closer with the Fly-In and assist them in creating a spreadsheet to track their revenue and expenses.

b. Request from Copperfest for 2017 Donation

Marquardt was present on behalf of the Copperfest committee. The revenues from last year's event were \$51,000 and expenses were \$49,000. Expenses included giving back to some of the groups that assist with the event. The land where Copperfest is held is for sale, but the group plans to continue on as is until the land is sold.

Perrizo asked if Copperfest would consider donating anything to the Copper Culture Park. Marquardt will bring that up at their next meeting.

Discussion ensued regarding the possibility of relocating Copperfest to either downtown or another location in the City, should the land where it is currently held be sold.

Moved by Wittkopf, seconded by Hayes to donate \$2,500 to Copperfest in 2017.

Motion carried upon verbal voice vote.

5 ayes

c. Request from Liz Walker for 2017 Kites for Kids Donation

Walker explained that she is once again working with the Wisconsin Kites on this event. It will be held on July 1, 2017 and will be at the Oconto Airport. There are numerous attractions planned for kids as well as the kites. Last year 97 children attended.

Moved by Thompson to donate \$200 to Kites for Kids in 2017.

Motion failed due to lack of second.

Boucher pointed out that this event is a full day of fun for kids at no cost. Walker stated that last year all of the donations raised went toward the cost of the event, including prizes.

Moved by Wittkopf, seconded by Le Breck to donate \$500 to the Kites for Kids event in 2017.

Motion carried upon verbal voice vote.

5 ayes

d. City Sign Ordinance

The consensus of the Committee was to discuss this at the November meeting to be held on November 14, 2016 at 5 p.m.

e. Promotion of Holtwood Sign Dedication

Perrizo suggested that the dedication take place in the Spring, after the seasonal campers have returned. The committee agreed.

Wittkopf suggested putting up a duplicate display of the sign at the Beyer Home. This item will be on the next agenda.

- f. Dick Doeren Copper Nuggets
This item was held until December.

- g. Roundabout Statues

Figueira looked at wood carvings, but there is a lot of upkeep involved in those. He then looked at steel sculptures and there would be almost no maintenance. One idea is to have the four flags that have flown over Oconto. If that sculpture was 7-8 feet tall, the estimated cost is \$3,000. Thompson suggested using the word "Okato" on the sign to reflect our heritage.

Thompson asked about getting permission to put up the sculpture. Perrizo will check with Jeremy Wusterbarth on this. Discussion ensued on how tall the sculpture should be, so that it is visible from the highway. Figueira will get prices on a taller structure. The committee agreed that the East roundabout is the best location for the sculpture.

- h. Dog Park

Mohr reported that there would be no more liability than a regular park. Bellevue is opening one next year and Mohr has their schematic that we could use as an example. Perrizo brought up concerns about having enough staff to maintain the park and also about taking property off of the tax rolls to create the park. Mohr noted that the park won't need to be mowed, as most dog parks are not.

This item will be on the next agenda.

- i. Positive Thoughts

Everything is moving forward and we are working as a team. Nobody has their own agenda. There is a lot of talent on this committee and the differences that everyone brings to the table are good. There is a lot of positive reinforcement and no one is afraid to debate.

- j. Next Meeting Date – November 14, 2016 at 5:00 p.m. to discuss sign ordinance

- 7. Agenda Items: December Meeting – December 12, 2016 at 5:00 p.m. – Dick Doeren, roundabout statues, dog park, duplicate sign at Beyer Home, expenditure guidelines

- 8. Adjourn

Moved by Wittkopf, seconded by Thompson to adjourn.

Motion carried upon verbal voice vote.

5 ayes

Meeting adjourned at 7:01 p.m.

Respectfully Submitted:

Sara J. Perrizo, CPA

Administrator