

TOURISM COMMITTEE
MONDAY, JUNE 19, 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 June meeting was called to order by Chairperson Feldt @ 5:01 p.m.
2. Roll Call: Jean Feldt, Ron Hayes (+5:15), John Honish, Jean Young(+5:13), John Wittkopf; Alternate Member Susan K. Seidl
Absent: Alternate Member Nathan Figueira, Advisory Member Dale Mohr
Also Present: Samantha Boucher/OCEDC
3. **Honish moved approval of agenda as presented; Wittkopf seconded. (4 Ayes)**
4. **Approval of minutes from the 5/8/2017 meeting issued from Wittkopf with a second of Honish. (4 Ayes)**
5. Public Input/Correspondence:
 - Dick Doeren covered an array of possible Copper Culture projects listed on a handout. Included is a NWTC intern coming (who will receive credit for time here): no cost to us. A “go ahead” has been received from the Neville Public Museum, who holds some of our artifacts, to digitally scan and make molds of our inventory. The U.P. National Parks are in process of investigating ancient mines (1850 – 1930) in the U.P. (They might have some artifacts that we could sell here.) Copper Culture brochures (via Bay Impressions) have been printed (250); however he requests we print more for distribution around town and up in Copper Country (\$150 - \$200). The Website has been updated; however it costs \$150 annually plus \$50 for the domain name. Also some stationary and a calling card have been created: Sam thought she could get him more parchment paper at no cost. Hayes suggested a film loop for the area. The public loves the copper nuggets representing our dig. The Committee thanked Doeren for his passion and continued efforts in Oconto, especially now at Copper Culture State Park. **Hayes made motion to spend \$400.00 for Copper Culture P.R. Honish seconded. (5 Ayes)**
 - Other discussion centered on Copperfest. Sam distributed “Take a Daycation to Oconto”, Kids ‘N Kites, and Oconto Harbor Waterfest P.R. The group noted that Copperfest wasn’t smooth: a Riverview site stay, e-mails at vendors, few activities for kids, quiet, no positives on the parade (no music!), and a rummage sale printing fiasco. It was noted that there should be more stipulation on the parade: not just a truck with a sign for business. In the past, awards for the funniest float, etc., were quite competitive. We need to find a way to get it more organized next year. Maybe we could use some \$ to judge the participating bands at the fest site: a

marching band play-off with a monetary prize. **Administrator Perrizo will contact Zahn for a Copperfest update/discussion.**

- The roundabout fish is being considered for Bond park viewing.

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

a. Pre-4th of July Water Fest/Carnival— Perrizo listed plans as of today. There are 25 vendors. July 1 drivers will be needed. Young noted the volume of citizens to transport at the close of the event- after the fireworks- will be a challenge. Perrizo also suggested more to do for kids: there may be a fishing clinic; could we sponsor bouncers- a fishing/duck pond- magic and balloons- face painting.... Hayes emphasized "thanks to individual Chamber members" who monetarily covered the bands. However, we may need to cover transportation for a stage, port-a-potties, prizes (OCONTO silicone wrist bands for kids were suggested or something representing Copper Culture). Sam will get *bargain prices* for our needs. A recognition banner with sponsors will also cost. Park and Rec. will take care of the bleachers. There may be as much as \$1,000 in expenses. **For hidden expenses not exceeding \$1,000, Hayes motioned an earmark for the Water Fest/Carnival.**

Wittkopf called second.

(5 Ayes)

b. City Visitor's Guide— Feldt had cost quotes in the Committee packets. It was determined we begin with a printing of 2,000 @ 40 pages apiece. Sam discussed the present printing company not working out for the OCEDC; they are going with Impressions which we also thought most reasonable. We will utilize the Kewaunee template in the packet. Our next step is a timeline

c. Eagle Viewing Camera— \$500 for shipping? Could it be picked up? It was decided that we are more interested in LIVE viewing at the site and at home on the web. (Note mating season is February/March, says Doeren. Hayes called for us to TABLE the camera until we have input from the Tech Committee. We prefer they consider a live camera rather than an optical viewer. Doeren offered financial sponsorship contact information. Hayes also indicated it could be paid for by advertizing underneath it.

d. Daily Herald Media Proposal for 2017 Getaways Fall Fun Edition— It was a twice yearly printing (Fall/Spring). **Hayes motioned to forgo advertizing this year. Honish called a second.**

(5 Ayes)

e. **Expenditure Guidelines were observed, discussed and accepted in motion by Hayes and with a second of Honish.**

(5 Ayes)

f. Positive Thoughts— We are keeping tourism in motion!

7. Next Regular Meeting Date: **Monday, July 10 @ 5:30 p.m.**

8. Agenda Items: City Visitor's Guide timeline

Zahn Copperfest update/commentary/suggestions

9. **Adjournment was summoned by Wittkopf @ 6:22 p.m. with a support call of Honish.**

(M/C)

Minutes submitted by
Susan K. Seidl