

**COALITION: TOURISM COMMITTEE, PARK & RECREATION COMMITTEE,
AND HARBOR COMMISSION**

MONDAY, OCTOBER 23, 2017 @ 6:00 p.m.

City Hall Council Chambers

1. The meeting was called to order by Harbor Commission V. P. Nancy Rhode @ 6:10 p.m.

2. Roll Call: Roger Reed (+ 6: 18), Nancy Rhode, Jim Viestenz

Excused: Dick Olson Absent: Todd Trepanier

Others Present: Dale Mohr (Facilitator), Jean Feldt, Ron Hayes, John Wittkopf, Sue Anderson, Jean Young, Diane Motiff, John Mick/Hi Seas Marina, Brian Sohr/Sohrs Harbor Shores, Administrator Sara Perrizo

Excused: John Honish, Dick Olson

3. Viestenz moved for approval of agenda as presented; Rhode seconded. (2 Ayes)

4. Public Input/Correspondence: None.

5. Discussion/recommendation/updates/progress reports on the following: Harbor Strengths, Weaknesses, Opportunities and Threats (SWOT) Phase II

- Mohr brought the group history to the present. The existing document (SWOT) is a recorded outcome giving positive direction to future action. We will be addressing all items in our categories. He called for questions. Wittkopf sought the purpose of SWOT: help private business or the Harbor? He also asked our harbor businessmen how they viewed the coalition. Much discussion centered on this question. Viestenz thought this opportunity to know how to operate the Harbor so that the community/City profits. Feldt added that there are several goals here to develop Oconto City marketing. Hayes felt there was disconnect in City efforts which in we together could accomplish more: joint ventures bring money for the entire City as a whole. Perrizo suggested it helpful for members to check all Committee minutes monthly (available on line) to focus our efforts.
- Mohr gave directives on how to attack each area of SWOT including dividing **Strengths** into Maintain, Maintain and Market, Build on it, Build and Market, Leverage/Market. While other categories were approached, Mohr combined results (to distribute at the next meeting); these were quite diverse, he noted, making it difficult to center on unified agreement in each group. The groups saw our strengths differently and discussion might bring us to more common ground in the future. Following with **Weaknesses** grouping of time remedy: Short time (3 months); Short to Medium (3 – 6 months); Medium (1 – 2 years); Medium to Long ((2 – 3 years); Long range (more than 3 years). Committees proceeded, handing in their results.
External Threats were matched with External Opportunities. Results will be distributed at the November meeting.

- **Next Coalition: Monday, November 27 @ 6 p.m.**

6. Rhode called adjournment @ 8:02 p.m.

(M/C)

Minutes submitted by

Susan K. Seidl