

TOURISM COMMITTEE
MONDAY, OCTOBER 16, 2017 @ 5:30 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 October meeting was called to order by Ron Hayes.

2. Roll Call: Ron Hayes, John Honish, Jean Young, John Wittkopf; Alternative Member Susan K. Seidl

Excused: Jean Feldt

Absent: Alternative Member Nathan Figueira, and Advisory Member Dale Mohr

Also Present: Sam Boucher/OCEDC, Alderperson LeBreck

3. **Wittkopf moved for approval of agenda as presented; Honish seconded. (5 Ayes)**

4. **Approval of minutes from the 9/11/17 meeting came from Young with a second of Honish. (5 Ayes)**

5. Public Input/Correspondence: None.

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

a. **The request for a Tourism donation of \$2,500 from Kites for Kids 2018 to implement a continued free City Event was tabled by a motion of Honish and second of Wittkopf until 2018 as we do not have an established budget yet. (5 Ayes)**

It was discussed that Tourism donated \$500 in 2017.

b. Funding and Placement of Walleye— Placement has been established. Funding will be in future discussion.

c. 2018 Discovery Guide— Boucher dealt with it herself; a proof will be available by the end of this week. The Committee will check it over for any changes.

d. Winter Wonderland Wagon Ride Night is requesting \$200 for event cookies. 2018 will require an adult cost of \$2.00 as children will remain free. Table to the November agenda.

e. City Visitor's Guide— 2018 events were sent to Feldt by Boucher.

f. Proposal for Billboard— Move to the 2018 agenda; we are looking @ Highway 41 with mini golf, fishing and camping represented, stated Boucher.

g. **Expenditure Guidelines were reviewed and discussed with recognition of Budget being presently appropriate with 2 months to go motioned by Wittkopf; seconded by Honish. (5 Ayes)**

7. Next Regular Meeting Date: Monday, November 13, 2017

Update: Harvest Fest was most successful despite a late car show, and 1 business no show. Food vendors were most satisfied and positives came from the Humane Society, 1st American Lutheran Church, Women's Club, our women's boutique, with 66 vendors (who would like another event here). Bay Impressions was very involved. There were 407 tattoos. Entertainment was on target. Lots of citizen positive comments were heard, including having a good time. Plan on a 2018 Main Street Harvest Fest. (Wittkopf suggested we bring back logging into our celebrations.)

8. Agenda Items: Winter Wonderland Wagon Ride Night donation

9. **Wittkopf called for adjournment of the meeting @ 6:10 p.m. with the vocal support of Honish. (5 Ayes)**

Minutes submitted by Susan K. Seidl