

MINUTES OF THE TOURISM COMMITTEE

MONDAY, November 20, 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 meeting was called to order by Chairperson Feldt @ 5:30 p.m.

2. Roll Call: Jean Feldt, Ron Hayes, John Honish, John Wittkopf;

Excused: Alternative Member Susan K. Seidl

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

Also Present: Sam Boucher/OCEDC, Gary Zahn

3. **Moved by Honish, seconded by Hayes to approve the agenda.**

M/C

4. Approval of minutes from the 10/16/17 meeting

Moved by Wittkopf with a second of Hayes

Motion carried upon verbal voice vote.

4 ayes

5. Public Input/Correspondence: None.

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

a. Request from Winter Wonderland for \$300 Contribution

Boucher handed out event literature to the Committee. Fox 11 will be coming to Oconto on November 30 to do live segments during three broadcasts. 731 people have confirmed they will attend the Wagon Ride Night at Winter Wonderland. Boucher actually requested \$500 from the Committee. 3,300 cookies have been ordered at a cost of \$900 and the cost of hot chocolate was approximately \$300, for a total of \$1,200. Next year the plan is to charge for adults attending the event. Discussion ensued on having donation buckets at the event. Hayes asked what other contributions were raised for the event. Boucher stated that OCEDC is contributing \$500 toward the cost of the cookies and the Chamber of Commerce donated \$100. Upon a question from Hayes, Boucher reported that the Winter Wonderland bank account will have approximately \$3,500 left at the end of this year. There is roughly \$1,400 left in the Tourism budget.

Moved by Wittkopf, seconded by Honish to donate \$300 to Winter Wonderland.

Motion carried upon verbal voice vote.

4 ayes

b. Request from Copperfest for 2018 Contribution

Gary Zahn was present to discuss this item. The requested amount would come out of the 2018 budget. Zahn is requesting the same amount of contribution as was given last year, which is \$2,500. Wittkopf has a hard time with this. The taxpayers are already paying \$2,500 (through this contribution) and then they have to pay to get in to the event. Many people also liked the event better when it was held on Main Street. Zahn countered that Main Street can't be closed for a three-day event. Feldt doesn't remember the street being closed when Copperfest was held on Main Street. Also, there were several events held on Main Street this past year and all went well. Closing Main Street isn't the issue, but everyone has to be on the same page. Zahn stated that many people from out of town enjoy the event where it is held. Anyone who has concerns is able and requested to attend the Copperfest meetings.

Hayes asked for the reasoning behind changing the name from "Oconto Copperfest" to "Copperfest in Oconto". Zahn replied that a comment was made that everything is Oconto this or that and so why isn't it

downtown. There are a lot of things that are called “Oconto”, but are not downtown. If downtown businesses want to have an event during that weekend downtown, Zahn doesn’t have a problem with that.

Hayes asked if there is a rift between the Tourism Committee and the Copperfest Committee. Zahn denied that, but stated that the only time he hears there are complaints about Copperfest is when he attends the Tourism meetings. Hayes suggested getting the two committees together and Feldt asked if the Copperfest Committee could attend a Tourism Committee meeting due to the time being more convenient for people.

Moved by Wittkopf, seconded by Hayes to table the request from Copperfest for a 2018 contribution.
Motion carried upon verbal voice vote. **4 ayes**

c. Funding and Placement of Walleye
No update.

d. 2018 Discovery Guide
Boucher will send Administrator Perrizo the final version of the ad.
No action.

e. City Visitor’s Guide
Feldt reported that there is no update. Rate sheets will be available by the next meeting.

f. Expenditure Guidelines
Discussion ensued regarding year-to-date expenditures.

Moved by Hayes, seconded by Honish to approve the expenditure guidelines.
Motion carried upon verbal voice vote. **4 ayes**

7. Next Regular Meeting Date: Monday, December 18, 2017

8. Agenda Items: Dick Doeren/update on Copper Culture expenditures, visits, etc.

9. **Moved by Wittkopf, seconded by Hayes to adjourn.**

M/C

Respectfully Submitted,
Sara J. Perrizo, CPA
City Administrator