

TOURISM COMMITTEE

MONDAY, DECEMBER 18, 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 final Tourism meeting of 2017 was called to order by Chairperson Feldt.
2. Roll Call: Jean Feldt, Ron Hayes, John Honish, John Wittkopf, Alternate Member Susan K. Seidl

Excused: Jean Young, and Advisory Member Dale Mohr

Absent: Alternate Member Nathan Figueira

Also Present: Sam Boucher/OCEDC, Gary Zahn and 2 members of the Copper Culture committee, Alderperson LeBreck

3. **Hayes moved for approval of agenda as presented; Honish seconded. (5 Ayes)**
4. **Approval of minutes from the 11/20/17 meeting and 11/27/17 Joint Meeting was called by Wittkopf with a Honish second. (5 Ayes)**

5. Public Input/Correspondence: OCEDC/Sam Boucher distributed a letter by the Winter Wonderland Committee. It reported 40 restrung 8' LED entrance trees, 18 sets of LED arches, 5 8' white LED trees and 5 purple trees, and future intent of LED lights next year. Dec. 2 Winter Wonderland with Wagon Ride Night held roughly 3,300 people. Cookies, hot chocolate, and a booyah fundraiser (35 gallons!) from the Oconto Masons, with carols sung by the Oconto High School Choir and Santa's friends photo opportunities highlighted the 29th year. Channel 11 came. A wagonload of donations was collected for the Humane Society. The Committee credited Boucher with the achievement and update. She had some helpers including little Olivia Bostedt. In 2018 the event will need more garbage cans and the public needs to become more responsible for their refuse.

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

a. Copper Culture Park 2017 Update— The letter from Rod Barta (in committee packets) was read reporting extended touring available beyond 9/4/17, guides recognized, 1,000+ visitors from 25 states and 2 foreign countries. Barta has found “an exceptional tourism investment” in funding our guides. Also included was the date for the Winter Candlelight Hike: January 20, 2018.

b. Request from Copperfest for 2018 Contribution-- Zahn addressed 3 previous questions. Why give City \$; brochures/posters are distributed throughout the City/DePere/Oconto Falls; Civic Organizations, non-profit groups, and High School students donate their time and use

the event as a fund raiser. Why return to a downtown event when only bars benefit... and who will pay for electricity? Copperfest is family oriented/safe in it's now owned area.

- Hayes clarified comments made to the City. Social media is small; listen to the masses.
- It was acknowledged that the Truck Pulls occur that same weekend.
- It was learned that Copper Culture uses a 60 thousand dollar budget. They will be bringing in an Artist Village rather than Street Market, and a car show in 2018 (hopefully the latter also participating in the parade).
- **Copper Culture** would like to have a **Tourism representative** (and vice versa) at meetings: updates/suggestions/awareness. **Next meeting: Monday, February 25 @ Brothers Three, 6 p.m.** They meet the last Sunday on the month.
- It was noted that ownership of NER Park allows the Copperfest Committee to have other fund raisers in the area. Also other organizations could use/rent the property/stage for an event.
- "Sponsored" marching bands were discussed including competition between high schools/Universities/alumni.
- Miss WI crowning the Copperfest Queen is a highlight; she is given an Oconto tour.
- Chairperson Feldt thanked the Copperfest representatives for their endeavors, coming, and achievements.

c. 2018 Discovery Guide— A view of Discovery Guide P.R. was in the Committee Packet and discussed as it has been approved by Administrator Perrizo. A winter cover was suggested.... Printing will be 35 hundred. Next year the book will be prepared in August. Also distributed was a County Website data sheet which indicated 50 area events and viewers.

d. Funding and Placement of Walleye— Coffee News of Green Bay area spoke of another large 3-D outdoor sculptured fish as a major eye-catcher in Canada. Also Crazy River Races were discussed. Again, there is a numbered duck race via Hayes that we can use down river. What about Sidewalk sales down Main Street during City events?

e. City Visitor's Guide-- Feldt distributed an update on the cover... page size ads and costs. It was thought that 5 thousand would be printed, without the year. Submission of ads to the City would be via e-mail. Wittkopf volunteered to help distribute ad information to our businesses. We could also have a press/news release.

f. **Expenditure Guidelines were reviewed, discussed and accepted acknowledging approximately \$2,000 remaining: Hayes accepted with a Honish second. (5 Ayes)**

7. Next Regular Meeting Date: Monday, January 15, 2018 @ 5:30 p.m.

8. Agenda Items: None.

9. Wittkopf summoned adjournment @ 6:35 p.m. with the vocal support of Honish. (M/C)

Minutes submitted by
Susan K. Seidl