

## TOURISM COMMITTEE

**MONDAY, JANUARY 15, 2018 @ 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 1<sup>st</sup> 2018 Tourism Committee meeting was called to order by Chairperson Feldt.

2. Roll Call: Jean Feldt, Ron Hayes, John Honish, John Wittkopf, Jean Young (5:37) and Alternate Member Susan K. Seidl

Absent: Alternate Member Nathan Figueira and Advisory Member Dale Mohr

Also Present: Sam Boucher/OCEDC, Alderman LeBreck, Adam Orth

3. **Hayes motioned approval of agenda as presented; Wittkopf called second. (5 Ayes)**

4. **Approval of minutes from the 12/18/17 meeting was voiced by Hayes with a Honish second. (5 Ayes)**

5. Public Input/Correspondence:

- LeBreck has some ideas on reigniting Oconto's EAA Warbirds which has been cancelled by its director man-and-wife team due to overwhelming work and lack of volunteer help. We need to identify an organization to take hold. The Airport Commission is noting the need as well as Hayes and the Chamber of Commerce which will be gathering more information. Organizers were suggested, including Steve Witt. Mayor Heier met with the present organizers.
- Hayes pointed out the significance of attending the Governor's Conference on Tourism to be held March 11-13 in Appleton. It was noted that speakers the 12<sup>th</sup> and 13<sup>th</sup> could be valuable: much one-on-one give and take feeds a community with contact, support, and new ideas. Boucher/OCEDC will be attending. Admission is \$225 per person. **Applications are due by February 9th. Committee members are asked to check their schedules and attend if possible by letting Administrator Perrizo know.**
- Feldt asked Orth if he would like to become a part of this City Committee.

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

a. A request from Kites for Kids for 2018 Contribution (held from 2017) was included in the Committee's packet: tabled until Walker could attend the February meeting.

b. The request from Copperfest for the 2018 Contribution was addressed by Orth. It was discussed that the Committee hopes/anticipates there will be more events on the grounds to raise money for Copperfest. (Suggestions: outdoor concerts, flea markets....) However the amount of the request is? Discussion led to requesting the City to lower taxes on the Copperfest grounds: Do they have a 501C3? Boucher will find out the status of the group. **It was requested that Administrator Perrizo look into the tax status for Copperfest grounds: Ner Park.**

c. Funding and Placement of Walleye— Tabled.

d. City Visitor's Guide— Tabled.

e. Billboard— Boucher noted the April 2<sup>nd</sup> potential: information as to the status on what is open on the highway will follow.

f. 2018 Fisherman's Digest Partnership with OCEDC— Boucher also addressed this Tourism P.R. which is at a cost of \$3,500 and she is aiming for a \$3,000 contract instead for Oconto County. The OCEDC will pay \$2,000 and the request is for the City to support with \$1,000, as in 2017. The “Digest” attends 7 sport shows, and we send P.R. to be included @ the shows and they will P. R. on our website, Facebook, etc. February 2018 marks the deadline. Boucher will complete the contacts, negotiate the cost, and address it at the Committee's next meeting.

**g. Expenditure Guidelines were reviewed, discussed and accepted with a motion by Hayes and a second by Honish. (5 Ayes)**

7. Next Regular Meeting Date: Monday, February 19 @ 5: 30 p.m.

Final discussion centered on the 2018 Discovery Guide which is out and represents some of Boucher's best work. Young called attention to Florence Sloup-Zimmerman (97 years old) who is highlighted within: her history from Oconto includes Bond Pickle employment (35 years), serving the military overseas, creating female baseball teams highlighted in “A League of Her Own”; the NY Hall of Fame (Kenosha Comets) as a baseball pitcher, meeting Amelia Earhart, and working for a Chicago Pharmaceutical Co., before returning to Oconto.

8. Agenda Items: A request from Kites for Kids for 2018 Contribution (held from 2017)  
Request from Copperfest for the 2018 Contribution  
Funding and Placement of Walleye  
City Visitor's Guide  
Billboard  
2018 Fisherman's Digest Partnership with OCEDC

**9. Wittkopf summoned adjournment @ 6:38 p.m. with the vocal support of Young. (M/C)**

Minutes submitted by  
Susan K. Seidl