

TOURISM COMMITTEE
MONDAY, MARCH 19, 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 meeting was called to order by Chairperson Feldt.
2. Roll Call: Jean Feldt, Ron Hayes, John Honish, John Wittkopf, Jean Young; Alternate Members Nathan Figueira, Susan K. Seidl
Absent: Advisory Member Dale Mohr
Also Present: Paul Ehrfurth/OCEDC, Gary Zahn – Jennifer Marquardt – Dave Waylen - Adam Orth / Copperfest Committee, Dick Doeren
3. **Hayes motioned approval of agenda as presented; Wittkopf called second. (5 Ayes)**
4. **Approval of minutes from the 02/19/18 meeting was voiced by Honish with a Hayes second. (5 Ayes)**
5. Public Input/Correspondence: Hayes and Honish reported on the Governor's Conference which proved excellent. Dick Doeren reported on the distribution of copper coins: 8000 distributed to businesses and the public from \$1,000. We would like to make sure our next printing represents Oconto's 150th anniversary. It is time to look into that printing: with local sealing cost per coin approximates .20. Also there is a brochure reflecting our "Old Oconto Copper Culture Site: a true national treasure". He feels we have enough of these at this time but with the 150th ahead, all agreed having these in distribution would be a tourism/celebration asset. **It was finally suggested that Administrator Perrizo see that there is a City Council distribution.**
6. Discussion/recommendation/updates/progress reports on the following:
 - a. Request from OCR Fitness for Contribution for Viking Warrior Obstacle Course Race— The Committee is in favor of Keith Pillsbury's endeavor. **Hayes suggested a joint meeting be planned in April via Administrator Perrizo so that the Fitness Obstacle course can be set and Waterfest be discussed.** He stated that Verona has an equally successful event: packed with people. It would be ideal for Pillsbury to raise some funds. Application for a GEM grant for 2019 was suggested by Hayes. It was noted that Pillsbury is under construction and has applied for a micro loan through OCEDC. The Committee agreed that a permanently ideal location for physical activity events would be the area by the bypass (VanHecke) City property. **Administrator Perrizo is asked to follow-up with Bd. of Public Works (Superintendent Wusterbarth), Keith Pillsbury, Tourism and the Mayor concerning the VanHecke property**
 - b. Update on Kites for Kids— Cancelled. This outstanding event needs new leadership.
 - c. Request from Copperfest for 2018 Contribution-- Zahn reported where the event is at: Pulaski H.S. band will be in the parade; 63 in the parade; artist village (newly revised event) 60 (up to 120 potential), Waylen will be handling car shows and the artist venders; advertizing out of Appleton, Live 5, and other radio and TV channel advertizing, and potential fireworks. **Honish called for the Tourism Committee to donate the 2018 Copperfest committee \$2,500. Young motioned a second. (5 Ayes)**

d. Request from OCEDC for Joint Marketing Contribution— Boucher, our usual outstanding attendee, was replaced by Ehrfurth at this meeting who requested \$2,000 for joint tourism marketing. **Hayes motioned to approve \$2,000 for tourism promotion with the OCEDC. Wittkopf seconded.** (5 Ayes)

Ehrfurth also shared the OCEDC Business Innovation Development Program which is free-of-cost to new businesses in the County.

e. Oconto's 150th Anniversary (March 11, 2019) energies were requested by Chair Feldt from the representatives present. She sought ideas that each City group could add to embrace the 2019 year celebration. It was thought that in '67 Oconto beer saw its last production: could it be recipe repeated? (Note: it was one of the least costly beers of its era.) An article in the paper would encourage businesses/clubs/events to utilize the year celebration as a theme: suggested also was that there should be a Committee dedicated to the event.

f. Funding and Placement of Walleye— Placement has been planned in Bond Park. We need money to further efforts. Figueira suggested a smaller version be placed at Oconto docks. He will follow up with a possible mock Walleye so that we can start some fundraising and a possible memorial plaque.

g. City Visitor's Guide— This plan has changed to a brochure or flyer which will be 3 1/2" x 10" with a map within of 14" x 20".

h. Billboard— Boucher left information that it is planned to be at the entrance at Charles St. Cost will be \$1,500 plus tax. It will show in April. This was acceptable to the Committee.

i. Expenditure Guidelines were reviewed with no discussion.

7. Next Regular Meeting Date: Monday, April 16 @ 5:30 p.m.

8. Agenda Items:

- \$ request from OCR Fitness for Viking Warrior Obstacle Course Race
- Follow-up with Bd. of Public Works (Superintendent Wusterbarth), Keith Pillsbury and Tourism concerning VanHecke property
- Article in paper for City events to P.R. our 150th (March 11, 2019)
- Copper coins
- City Visitor's Brochure
- Billboard

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

Minutes submitted by
Susan K. Seidl