

TOURISM COMMITTEE
MONDAY, MAY 21, 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 Tourism Committee meeting was called to order by Chairperson Feldt.
2. Roll Call: Jean Feldt, Ron Hayes, John Honish, John Wittkopf; Alternate Member Susan K. Seidl
Excused: Alternate Member Nathan Figueira
Absent: Jean Young
Also Present: Administrator Sara Perrizo, Alderman LeBreck, and Dick Doeren
3. **Election of Chair was called into nominations by Feldt three times. Honish called for a close of nominations with a Hayes second. (5 Ayes)**
Wittkopf motioned Jean Feldt as Chair of the Tourism Committee; Honish seconded. (M/C)
4. **Election of Vice Chair was called to nomination three times. Honish called to close nominations with a second of Wittkopf. (5Ayes)**
Wittkopf motioned Ron Hayes as Vice Chair of the Tourism Committee; Honish seconded. (M/C)
5. **Honish moved approval of agenda as presented; Hayes called second. (M/C)**
6. **Approval of minutes from the 03/19/2018 meeting and 4/30/18 joint meeting were voiced by Hayes with a second of Wittkopf. (5 Ayes)**
7. Public Input/Correspondence: Hayes addressed a call concerning the Culpepper and Merriweather Circus by Doug Stalher received by himself and Administrator Perrizo. It sought mid-August (April 15?), a facility 300' X 300', a \$290 refundable contract (depending on the sale of 200 adult tickets with a possible \$2,000 profit, otherwise, only a percentage of the income), with an afternoon and evening show. Ner Park as well as the hospital/Arbutus field was discussed as facilities having the activity needs. A City permit will be issued. Ads and marketing would be handled by the Circus; both the Chamber and City (Tourism) could take hold of the commitment.
8. Discussion/recommendation/updates/progress reports on the following:
 - a. 2018 Waterfest-- Bubble Soccer with older kids (\$350), another kid event would be nice, Face Painting (\$500), Shuttle bus –Holtwood campground and City Hall- (\$300), 11 vendors (at present), a band, mini/disk golf (?), New Cap with refreshments, Sallee's Water Taxi, possibly the Fire trailer, OCEDC poster P.R. (Kathy Hayes creation), and Fireworks are planned between Chamber President Hayes and Administrator Perrizo. The Chamber earmarked \$2,000. **Wittkopf issued a motion to fund \$1,500 for Waterfest 2018. Honish supported the second. (M/C)**
 - b. Request from OCR Fitness for a contribution to a Viking Warrior Obstacle Course Race— It was noted that the event is looking for another location as the City sites were not appropriate. **Since there was no representation present, Hayes called to TABLE the issue. Honish responded with a second. (5 Ayes)**
 - c. Oconto's 150th Anniversary (March 11, 2019) – Much discussion continues in the planning. The Historical Society possibly will brew Oconto beer; The Chamber will sponsor the

horseless carriage from the museum in the parade. Maybe we could have a calendar with historical pictures, walleye pins.... We continue to think-tank for the event.

d. Copper Coins— Doeren was present to request an order of another \$5,000 worth in coins. It was decided to uncover how many yet exist and move from there. ALSO a commemorative sesquicentennial coin to celebrate Oconto's 150th Anniversary (March 11, 2019) was in discussion.

e. Invoice from Tower Optical Co, Inc. for Binocular Viewers— Discussion centered on the use which is revealed through calls to the City: yes, it is used. **Hayes motioned to fund Tower Optical Co, Inc. for binocular viewers at the cost of \$900. Honish seconded. (M/C)**

f. Funding and Placement of Walleye-- Feldt presented the Committee with local creativity for future Walleye representation throughout the City: The Iron Maiden by Lynn Hearley. Feldt will contact her per discussion.

g. City Visitor's Brochure— Feldt is working on the map. Size was explained, and a request for further representation on it was requested. So far there are some businesses and restaurants....

h. Billboard— It is up and noted.

i. Expenditure Guidelines were reviewed, discussed and accepted. Perrizo will create a breakout of funds for the future. A question as to the cost of the tennis courts issued from Feldt revealed a cost of \$3,000. It was also noted that combined Committee meetings will continue to be held quarterly.

9. Next Regular Meeting Date: Monday, June 18 @ 5:30 p.m.

10. Agenda Items: Culpepper and Merriweather Circus/Doug Stalher

Request from OCR Fitness for Contribution for Viking Warrior Obstacle Course Race

11. **Wittkopf summoned adjournment @ 6:30 p.m. with a vocal support of Honish. (M/C)**

Minutes submitted by
Susan K. Seidl