

TOURISM COMMITTEE

MONDAY, JULY 16, 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 July meeting was called to order by Chairperson Feldt.
2. Roll Call: Jean Feldt, John Wittkopf, Jean Young; Alternate Members Nathan Figueira, Susan K. Seidl
Excused: Ron Hayes, John Honish
Also Present: Alderman LeBreck
3. **Wittkopf motioned for approval of agenda as presented; Figueira called second.**
(5 Ayes)
4. **Approval of minutes from the 06/18/18 meeting was voiced by Wittkopf with a Young second.**
(M/C)
5. Public Input/Correspondence:
 - Tree removal in Oconto City business district, due to root invasion and plow interference, was discussed. Suggestions were made as to filling the removal: bricks differently angled... and then summer flower pots. Historic sculptures were again suggested to dress the business area. *Perhaps for our sesquicentennial celebration we could have volunteers dress and mill that district as historical characters (a pre-empting).
 - Tourism has no list of Harbor events. Does the Commission need Tourism help? It was noted that the Oconto Sportsman's Club is very active and supportive of events: commendable.
 - Note: Local Jo Edwards has published a book on how to accomplish anything in business/life: the peanut butter and jelly way.
6. Discussion/recommendation/updates/progress reports on the following:
 - a.) Proposal from Midwest Traveler for Advertising— Tabled: more information needed.
 - b.) Oconto's 150th Anniversary (March 11, 2019) *; placemats with County sponsors would be nice to celebrate throughout 2019; an article in the paper (Feldt) as well as Mayor Lloyd Heier on his radio show will alert the public as to the Sesquicentennial Committee being formed to include: Historical Society, Tourism, Chamber, schools, community organizations, interested parties. Administrator Perrizo will be sounded.
 - c.) Copper Nuggets— Doeren e-mailed a need to resupply copper nuggets; with the coming sesquicentennial the Committee thought 3 different types of collectable coins should be minted. Design images suggested included: Walleye, logging, Courthouse, Indian tribe clan badge, canoe (missionary/transportation)... (Wittkopf thought there was a past coin minted.) **Wittkopf motioned to create coins this year to represent Oconto's sesquicentennial instead of copper nuggets.**
(M/C)

d.) Culpepper and Merriweather Circus – August 17 and 18, 2018 – is well in the hands of Hayes.

e.) Updating of Printed Tourism Materials— We are planning to expand our new printing with a combination of our present historic homes walking and bike tours. We would like to set aside money to print this next set of P.R. materials. We would also like Amber Van DenHeuvel to work with the City on this project.

f.) Funding and Placement of Walleye— Lyn Hearley is creating something we can determine appropriate for the City of Oconto. We intend to set aside funds and when we reveal our choice will create a “go-fund-me”.

g.) City Visitor’s Brochure— It was determined that Feldt has the project in the works with a large where-to-go map in the middle of the brochure.

h.) Expenditure Guidelines were accepted and called into motion by Wittkopf with a Young second. (M/C)

7. Next Regular Meeting Date: Monday, August 20 @ 5:30 p.m.

8. Agenda Items: Business Main Street (tree replacement)
Proposal from Midwest Traveler for Advertising
Oconto’s 150th Anniversary (March 11, 2019)
Updating of Printed Tourism Materials
City Visitor’s Brochure

9. Wittkopf summoned adjournment @ 6:20 p.m. with vocal support of Seidl. (M/C)

Minutes submitted by
Susan K. Seidl