

TOURISM COMMITTEE

MONDAY AUGUST 20, 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 Vice Chairperson Hayes.
2. Roll Call: Ron Hayes, John Honish, John Wittkopf, Jean Young (+5:33). Alternate Members Nathan Figueira and Susan K. Seidl
Excused: Jean Feldt
Also Present: Sam Boucher/OCEDC, Alderman LeBreck, Administrator Perrizo, Pat Trepanier/Elks Club/2018 Oconto Fly-In
3. **Wittkopf motioned approval of agenda as presented; Honish called second. (5 Ayes)**
4. **Approval of minutes from the 07/16/18 meeting was voiced by Figueira with a Wittkopf second. (5 Ayes)**
5. Public Input/Correspondence:
 - Seidl presented past Oconto brochures and a poem about Oconto for use of the Committee.
 - Perrizo reported on the Culpepper and Merriweather Circus: 700 tickets sold and owners impressed with the community; online complaints were about the conflicting date with the Fair week; The Chamber, Hayes, and Perrizo were thanked for their commitment; Young felt a return performance would be welcome from participant responses; appropriate cleanup. We did well.
6. Discussion/recommendation/updates/progress reports on the following:
 - a. 2018 Waterfest Recap— In attendance were about 4,000: twice the previous year. Expense breakdown included amount spent (\$1,541) and 15 vendors (@ \$10 each). City departments commended included Fire, who included their water bale; City employees; Police; Public Works; Parks and Recreation; Harbor Masters; volunteers in the dunk tank; the Chamber who sponsored the band and stage; and food sales which proved on target. It was reported that 125 citizens viewed fireworks from City Park.
 - b. 2018 Oconto Fly-In— Pat Trepanier of the supporting Elks Club committee (new this year) have planned like events to the past on 9/15/18. Proof of insurance has been established with the operators and airport. Events will be from 9 a.m. – 4 p.m. A motion was made and rescinded by Wittkopf that we establish a donation of \$2,000 to the event. Honish seconded. The motion will be revisited at the September meeting. P.R. and Facebook are buzzing.
 - c. 2019 Fishing Tournaments— Boucher proposed that the OCEDC prepare gift bags for 2019 fish tournaments at a cost of (\$500). It was questioned why Harbor does not cover this bill as it is their event. It was recommended Boucher approach them for 2019 monetary support.
 - d. **Winter Wonderland Sponsorship was discussed with last year's donation. Seidl moved to donate \$200 for sponsorship of the angel tree; Wittkopf seconded. (M/C)**

e. 2019 Discovery Guide— Boucher had committee packets prepared stating that Tourism gives annual sponsorship to the Beyer Home and Copper Culture. **Seidl motioned we split sponsorship with the OCEDC for the 2019 Discovery Guide totaling \$2,900. Honish called second.** (M/C)

f. Business Main Street – Tree replacement has been completed with pressed bricks.

g. Proposal from Midwest Traveler for Advertising— No action was taken as it was felt we have several city activities making ads in other states too costly.

h. Oconto’s 150th Anniversary (March 11, 2019) Hayes noted that there will be special Oconto beer. Also was that Oconto County Historical Society needs to be involved.

i. Updating of Printed Tourism Materials— Reprinting our “Main Street Historic District” brochure will be done by the OCEDC. They are looking for City partnership (eleven hundred for 500 copies). The OCEDC will bill us in 2019. Proofing will be next month.

j. Funding and Placement of Walleye-- We are anticipating but have no action at this time.

k. City Visitor’s Brochure – Feldt will present her efforts in September.

l. Expenditure Guidelines were inspected by the Committee. **Wittkopf called motion to accept them; Figueira seconded.** (M/C)

7. Next Regular Meeting Date: Monday, September 17@ 5:30 p.m.

8. Agenda Items: No new additions.

9. **Wittkopf summoned adjournment @ 6:28 p.m. with a vocal support of the Committee.** (M/C)

Minutes submitted by
Susan K. Seidl