

MINUTES OF THE TOURISM COMMITTEE
MONDAY, SEPTEMBER 17, 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 @ 5:30 p.m.
2. Roll Call: Jean Feldt, Ron Hayes, John Honish, John Wittkopf, Nathan Figueira
Excused: Alternative Member Susan K.Seidl
Absent: Jean Young
Also Present: Alderperson Le Breck, Sara Perrizo, Administrator and as recording secretary
3. **Moved by Hayes, seconded by Honish to approve the agenda.** M/C
4. Approval of minutes from the 08/20/18 meeting
Moved by Wittkopf, seconded by Hayes to approve the minutes.
Motion carried upon verbal voice vote. 5 ayes
5. Public Input/Correspondence: None.
Hayes stated that the Oconto Beer Club will be meeting next week with Kay Distributing to get started on distributing Oconto Beer for the sesquicentennial.
6. Discussion/recommendation/updates/progress reports on the following:
 - a. 2019 Fisherman's Digest Promotion
Wittkopf stated that Tourism spends a lot of money on advertising fishing and questioned whether the Harbor should be paying for some of this as well. Hayes and Figueira agreed. Hayes expressed disappointment that the Harbor Commission doesn't appear to take any responsibility for marketing the Harbor. Figueira noted that if we continue to do all of the marketing, they will continue to do nothing. Feldt stated that the purpose of the joint meetings that were held was to figure out how to promote all of Oconto and noted that no information was ever shared from the Harbor Commission. Perrizo suggested that Tourism pay half of the cost of this partnership, contingent upon the Harbor Commission paying the other half.

Moved by Wittkopf, seconded by Honish to pay for half of the Fisherman's Digest promotion, contingent upon the Harbor Commission paying for the other half of the cost.

Hayes asked why the Harbor Commission can't set aside some of the money they earn in launch fees and use it for promotion. Le Breck noted that he has attended meetings of all three committees (Harbor Commission, Park & Rec and Tourism) and he hears the same thing at each one of them. The only way to get answers is for members of all committees to attend meetings of other committees. Feldt will plan to attend the Harbor Commission meeting in October.

Motion carried upon verbal voice vote. 5 ayes
 - b. 2018 Oconto Fly-In
Feldt would like to see someone from the Fly-In to attend the next meeting to give an update on the results. The Committee agreed. This item will be held until next month.
 - c. Oconto's 150th Anniversary (March 11, 2019)

Perrizo handed out samples of coins that could be produced and sold. The consensus of the Committee was that smaller coins are preferable and quotes should be procured for both one and two sided coins. Regarding other items for the anniversary, Feldt is going to meet with the Mayor to discuss. Hayes suggested soliciting all organizations in town to participate and Figueira suggested businesses be contacted as well.

d. Updating of Printed Tourism Materials

Feldt is working with Cordula and Amber Vanden Heuvel to update the Ride Oconto brochures. This will then be incorporated with the Main Street walking tour brochures. Hayes suggested adding an electronic version as well.

e. City Visitor's Brochure/Discovery Guide

Feldt stated that the ad for the Discovery Guide will be freshened up for this year. It will feature our parks, historical sites, nature and other attractions.

f. 2019 Budget

Perrizo stated that she put in an additional \$2,000 for advertising and marketing as a starting point. Feldt feels that more is needed and asked if money could be taken from the Harbor Commission. Hayes would like to see the Harbor Commission keep their advertising and marketing money and do more with it. Le Breck stated that there are no City-sponsored fishing tournaments planned for next year, so the Harbor shouldn't need a budget for that. Hayes would like to see the Tourism budget increase by at least \$5,000. Le Breck also stated that the Industrial Development Commission gets a \$6,000 budget each year, which is never spent. This money may be able to be reallocated. Perrizo suggested increasing the Tourism budget by \$10,000 in advertising and marketing. This will go to Council for final approval.

Moved by Wittkopf, seconded by Honish to approve the Tourism budget, adding \$10,000 to advertising and marketing (for a total line item of \$31,000).

Motion carried upon verbal voice vote.

5 ayes

g. Expenditure Guidelines

Discussion ensued regarding year-to-date expenditures.

7. Next Regular Meeting Date: Monday, October 15, 2018

8. Agenda Items: Fly-in, 150th Anniversary, Discovery Guide, Updating of Printed Materials.

9. **Moved by Wittkopf, seconded by Honish to adjourn @6:31 p.m.**

M/C

Respectfully Submitted,
Sara J. Perrizo, CPA
City Administrator