

MINUTES OF THE TOURISM COMMITTEE

MONDAY, OCTOBER 15, 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, Jean Young

Excused: Alternative Member Susan K.Seidl

Also Present: Alderperson Le Breck, Sara Perrizo, Administrator and as recording secretary

3. **Moved by Hayes, seconded by Young to approve the agenda.**

M/C

4. Approval of minutes from the 9/17/18 meeting

Moved by Wittkopf, seconded by Honish to approve the minutes.

Motion carried upon verbal voice vote.

5 ayes

5. Public Input/Correspondence: None.

None.

6. Discussion/recommendation/updates/progress reports on the following:

a. 2018 Oconto Fly-In

Doug Grills was present from the Fly-In committee to discuss this item. There were approximately 3,000 people in attendance and a \$500 donation was given to the Oconto Airport. The net profit for this year's even was \$420 and there is still some seed money left from previous years. The event is planned to continue in future years. Hayes noted that it was discussed at a previous meeting to donate \$2,000. Perrizo recommended paying half of the money now and half in 2019.

Moved by Wittkopf, Second by Honish to give \$2,000 to the Oconto fly-in, paying \$1,000 out of the 2018 budget and \$1,000 out of the 2019 budget.

Motion carried upon verbal voice vote.

5 ayes

b. Oconto's 150th Anniversary

Perrizo handed out a mock-up of the proposed coin design and the committee approved of the design. Regarding quantity to order, it was the consensus of the committee to order 1,000 coins in order to take advantage of the price break at that quantity. Perrizo will find out if the price break will remain if additional coins are ordered in the future and also if there would be additional set up costs.

Moved by Hayes, seconded by Wittkopf to order 1,000 coins with the "VIP" finish layout.

Motion carried upon verbal voice vote.

5 ayes

Feldt would like to use the image from the front of the coin to make a logo/brand for the 150th anniversary. Hayes gave an update on the re-brewing of Oconto beer. The committee in charge of this met with Hinterland Brewery, who will absorb the start-up costs into the price of the beer once it goes on sale. In addition, glasses may be made to sell with the beer.

Feldt stated that she would like to see a birthday party held on March 11 at City Hall as a "kick-off" to the anniversary.

- c. Updating of Printed Tourism Materials
Feldt will be finding out the costs to print the materials.
- d. Discovery Guide
Feldt is working with Sam Boucher from OCEDC on the design. A proof should be available by the next meeting.
- e. Expenditure Guidelines
Hayes questioned the payment for Copperfest. Perrizo clarified that the Bond Foundation gives a grant to the city for Copperfest which is then paid out to the Copperfest committee. Wittkopf asked if this committee will be paying for the optical viewers in 2019. Perrizo will put this on a future agenda.

Moved by Wittkopf, seconded by Hayes to approve the expenditure guidelines.

Motion carried upon verbal voice vote.

5 ayes

7. Next Regular Meeting Date: Monday, November 19, 2018

8. Agenda Items: TBD

9. **Moved by Wittkopf, seconded by Honish to adjourn @ 6:21 p.m.**

M/C

Respectfully Submitted,
Sara J. Perrizo, CPA
City Administrator