

**TOURISM COMMITTEE**  
**MONDAY DECEMBER 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.
2. Roll Call: Jean Feldt, Ron Hayes, John Honish, John Wittkopf, Jean Young, Alternate Members Nathan Figueira and Susan K. Seidl
3. **Hayes motioned approval of agenda with movement of 6. c. to first consideration; Honish seconded. (5 Ayes)**
4. **Approval of minutes from the 11/19/18 meeting was voiced by Honish with a Hayes second. (5 Ayes)**
5. Public Input/Correspondence: None.
6. Discussion/recommendation/updates/progress reports on the following:
  - a. **Oconto's 150<sup>th</sup> Anniversary (March 11, 2019)** Feldt distributed a handout of events and established logo which will be in the Oconto County Reporter for public information, and business involvement; thereafter the Committee will meet with businesses to establish their participation opportunities. Other suggestions were made as the meeting progressed. What about industrial park businesses... our school district... and area organizations buying into empty window fronts for the centennial dressing (sponsored by the Chamber)? Wouldn't it be nice if the local tavern league took over the beard/mustache competition with Oconto beer available (in kegs)?
    - i. Anniversary Banners for Main Street Light Poles are in process.
    - ii. Banner(s) for City Hall/Other Decorations—Administrator Perrizo is addressing our outdoor pole banners. Hayes is attending to the indoor City Hall banner. Local participation of snacks for the Anniversary opening is hopeful.
    - iii. Update on Coins – Cost of Reproduction will not include a setup charge beyond the original run; date available is early January. Some kind of contest will be created. Will we have any takers on discounts with coin use?
    - iv. Quotes for March 11, 2019 Kickoff/Reception are being sought; the reception will take place in the City Hall multipurpose room from 5 – 9 p.m. We hope to have live music, snacks and guest speakers (Oconto Historical Society; State Governor Tony Evers...).
  - b. **Updating of Printed Tourism Materials** is in process with Amber VanDen Heuvel, reports Feldt.
  - c. **Hayes made the motion from the request (Ehrfurth/Ex. Director) to join the 2019 Oconto County Economic Development Corporation Joint Marketing for the City of Oconto in the invoice cost of \$2,000.00. Young called the second. (5 Ayes)**

Ehrfurth revisited activities covered by the cost. This year it will include printing 35,000 (up from 32,000) copies of Discovery Guide 2019 which Committee members held in their hands. Wittkopf asked about the OCEDC focus on location of larger companies: Ehrfurth replied that the OCEDC is not working that angle as it has been a tough sell. Instead, Leadership Oconto County has been started: 11 are presently in the program AND an Oconto County Business Alliance is working with our schools. Lack of migration, lack of population growth, and being an area of aging population tend to be drawbacks.

**d. Request from Copperfest Committee for 2019 Contribution**— After discussion, the Committee sought representatives to visit our January meeting; this included **Fly In representatives. Administer Perrizo is requested to contact both event representatives to be present @ the Tourism Committee meeting Monday, January 21 @ 5: 30 p.m.**

**e. Expenditure Guidelines were considered by the Committee with a Hayes motion to approve and a Wittkopf second.** (5 Ayes)

Note: Throughout 2018 we have spent well and wisely. Feldt noted that 2019 will hold more monies for our Sesquicentennial celebrations.

**7. Next Regular Meeting Date: Monday, January 21 @ 5:30 p.m.**

8. Agenda Items: Oconto's 150<sup>th</sup> Anniversary (March 11, 2019)  
Anniversary Banners for Main Street Light Poles  
Banner for City Hall/Other Decorations  
Update on Coins  
Quotes for March 11, 2019 Kickoff/Reception  
Updating of Printed Tourism Materials  
Request from Copperfest Committee for 2019 Contribution

**9. Wittkopf summoned adjournment @ 6:17 p.m. with vocal support of Honish. (M/C)**

Minutes submitted by  
Susan K. Seidl

**ADMINISTRATOR PERRIZO: Note 6. c. and d.**