

TOURISM COMMITTEE

MONDAY MARCH 18, 2019 @ 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
Others Present: Administrator Sara Perrizo, Sam Boucher/OCEDC, and Alderman LeBreck
3. **Hayes motioned approval of agenda as presented; Wittkopf seconded. (5 Ayes)**
4. **Approval of minutes from the 02/18/19 meeting was voiced by Honish with a Hayes second. (5 Ayes)**
5. Public Input/Correspondence: Feldt informed the Committee of contact with WI State Historical Society which is supportive to assist/publicize our Sesquicentennial: there exists a web link on Lucy Ransom Rumsey Holt.
6. Discussion/recommendation/updates/progress reports on the following:
 - a. Request from Winter Wonderland for Angel Tree Sponsorship (Note Handout via Sam Boucher) Discussion centered on the past, and the appealing increase of LED lights. Boucher, who seeks bargains throughout the season, expressed a desire for Tourism to be a display sponsor effective 2019. Rather than the Angel Tree Sponsorship, the committee is looking for sponsorship of displays. A new entry is planned. **Hayes motioned to donate \$300 for a Winter Wonderland Sponsorship; Young called second. (M/C)**
 - b. Oconto's 150th Anniversary (March 11, 2019) KICKOFF was most successful. Four TV stations covered the event, thanks to Perrizo's press release.
 - i. Anniversary Banners for Main Street Light Poles have been purchased, arrived, and will be up soon.
 - ii. Banner for City Hall/Other Decorations— One banner is displayed @ City Hall and we have four more that will mark entrances to Oconto which will be placed when weather accessible.

iii. Update on Coins at the time of agenda printing was 324; we to date have sold 556. Buying online continues, as well @ City Hall. Prize sponsorship was discussed.

iv. Update on Beer Trays tells us that they are increasing in purchase here and @ the Historical Society.

c. Waterfest 2019/Sesquicentennial Year has already selected a local band via the Chamber, who also has invested in Sesquicentennial activities throughout the year.

i. Quote for Log Rolling/Lumberjack Shows, negotiated by Perrizo, has a deduction of \$1,000. Other advancements were discussed including the Bond Foundation's support of our Waterfest fireworks. **Honish called motion to invest in the 3 Log Rolling/Lumberjack Shows for \$3,500 plus 2 hotel rooms; Young followed with the second.** (M/C)

- The Chamber may well assist with the Log Rolling event cost.
- Boucher offered 1 free box of our McCauslin to Jab Switch: A History of Logging in Oconto County by Della Rucker (in celebration of the 150th anniversary of Oconto County's founding: 1851 – 2001).
- Donation of prizes was discussed.

ii. Request to Host Bean Bag Tournament— Scott Boucher has offered to run this event. It will have a software app allowing participants to not have to wait but participate when called. **Hayes motioned that Tourism support the Bean Bag Tournament at a cost of \$200; Young followed with a second.** (M/C)

A suggestion for Waterfest signs was made.

d. Updating of Printed Tourism Materials is in motion. Feldt has been in contact with Amber Van Den Heuvel who confirmed printing of the book containing all information about our historic bike tour: Ride Oconto History. Results will follow.

e. **Expenditure Guidelines were discussed and viewed during the meeting, then accepted by Hayes with a second motion of Wittkopf.** (M/C)

7. Next Regular Meeting Date: Monday, April 15 @ 5:30 p.m.

8. Agenda Items: Oconto's 150th Anniversary
Anniversary Banners for Main Street Light Poles

Banner for City Hall/Other Decorations
Update on Coins
Update on Beer Trays
Waterfest 2019/Sesquicentennial Year
Updating of Printed Tourism Materials
Iron Maiden fish sculpture

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

Minutes submitted by
Susan K. Seidl