

TOURISM COMMITTEE
MONDAY JUNE 17, 2019 @ 5:30 p.m.

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, Alternate members Nathan Figueira and Susan K. Seidl
Absent: Jean Young
Also Present: Samantha Boucher/OCEDC
3. **Honish motioned for approval of agenda as presented; Hayes issued second. (5 Ayes)**
4. **Approval of minutes from the 05/20/19 meeting was moved by Hayes with a Honish second. (M/C)**
5. Public Input/Correspondence: Wittkopf brought discussion of Copperfest parade bands: The public appreciated Oconto school system representation on our 150th birthday. Other band involvement problems seem to be sponsorship and feeding the members: sponsorship needs to be sought in the future. Boucher concentrated on the positives: campgrounds and motels full; Main Street business bands/food availability successful. Hayes noted the 500 motorcycle run through of the grounds, but sad there were only 2 Copperfest candidates. All were disappointed with the lack of local business window decorations (3 only). Congratulations, Copperfest Committee!
6. Discussion/recommendation/updates/progress reports on the following:
 - a. Oconto's 150th Anniversary (March 11, 2019)
 - i. Update on Coins— The 400 additional coins have arrived and been readied for distribution: 797 have been sold year to date.
 - ii. Update on Beer Trays— 20 have been sold year to date. Jeff Larmay will not be in town for Waterfest so it was discussed that his OCONTO-ware be purchased at cost by Tourism and sold during the festivities; Feldt will check into it.
 - b. Waterfest 2019— Feldt will have a booth selling coins, trays, and memorabilia on the July 3rd harbor grounds from 4 – 7 p.m. Discussion ensues to raffle on Main Street banners yet. Hayes started interest that décor of our year long celebration be extended to the harbor by shuffling what we already own. It was positively attributed to Administrator Perrizo that this occasion is well organized, including up to 30 vendors year to date. Hayes was complimentary to Feldt, who is also on the Technology Committee, for approaching Scott Boucher about the non-attended website which needs monthly up-to-date and changes: we do pay for this. It was felt that youth would like to be involved in this kind of thing.
 - c. Music in the Gazebo— **Hayes moved to approve \$1,500 (in the budget) to promote music at the Beyer Home Museum gazebo Monday nights from 6 – 8 p.m. until the end of August via Steve Peterson direction. Wittkopf called second. (5 Ayes)**

A poster distributed ASAP is desirable: utilization of the Farnsworth Library sign is recommended. It is also hoped that O.H.S. could restructure the gazebo in the future as it is deteriorating.

d. Oconto County Historical Society Main Street Booklet— Restocking is essential during this important year... until it is updated. It will cost a total of \$620; OCDE will split the cost to do so. **John Honish called motion to restock the Oconto County Historical Society Main Street booklet @ \$310 for printing with the OCDE splitting the \$620 cost. Wittkopf moved second.** (M/C)

e. Updating of Printed Tourism Materials—“Ride Oconto History” (Amber Van den Heuvel) is also in process. Technicalities are being worked out through Feldt although Boucher offered to contact Van den Heuvel to get the issue moving. All proceeds go back to publishing costs as determined in the past. This brochure too needs temporary reprinting with our 150th summer festivities ahead. **Honish called for \$200/OCEDC partnering with \$200 to reprint “Ride Oconto History”, so that they will be available during summer activities. Wittkopf motioned second.** (M/C)

f. Iron Maiden Fish Sculpture— Lynn Hearley continues her creative process: we hope a result will be present @ Waterfest. Discussion led to placing it @ the Harbor rather than Bond Park. Perhaps another Fish Sculpture could be created for the latter next year.

g. **Expenditure Guidelines were reviewed and accepted by Hayes; Honish seconded.** (5 Ayes)

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

8. Agenda Items: Discovery Guide review for next printing

9. **Wittkopf summoned adjournment @ 6:42 p.m. with vocal support of Hayes.** (M/C)

Minutes submitted by
Susan K. Seidl