

**TOURISM COMMITTEE**  
**MONDAY JULY 15, 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 Tourism meeting was called to order by Chairperson Feldt.
2. Roll Call: Jean Feldt, Ron Hayes, John Honish, John Wittkopf, and Alternate member Susan K. Seidl  
Absent: Jean Young, and Alternate member Nathan Figueira  
Also Present: Sara Perrizo/City Administrator, Sam Boucher/OCEDC
3. **Honish motioned for approval of agenda as presented; Wittkopf issued second. (5 Ayes)**
4. **Approval of minutes from the 06/17/19 meeting was called by Wittkopf with a Honish second. (5 Ayes)**
5. Public Input/Correspondence: There was 1 neighbor complaint pre (sound check) and post (10 minutes over) our first Music in the Park @ the Beyer Home Museum Pavilion. Otherwise it was seen as successful. In the future it may be held inside the Carriage House.
6. Discussion/recommendation/updates/progress reports on the following:
  - a. Oconto's 150<sup>th</sup> Anniversary (March 11, 2019)
    - i. Update on Coins— As of date, 829 have been sold. Lora Cormier may purchase 1 for each employee of the Bellin Hospital.
    - ii. Sale of Beer Trays continues.
  - b. Waterfest 2019 Recap is seen as most successful with an attendance of approximately 5,000. Dawn Melland called suggesting we switch out to the larger bus pickup after the event at no extra charge: the switch proved ideal to the awaiting crowd. Both food and vendor booths did well. Revenue and Expenditures (in committee packets) were kept closely and discussed. The flow of traffic was well maintained. Naturally, there were a few complaints, far outweighed by the positive crowd. The band, Crossing Paths, was pleasing to the attendees and they themselves were pleased with the exposure. The Committee hopes to seek Corporate Sponsors for 2020.
  - c. 2020 Discovery Guide— A handout was in the packet and others were distributed by Boucher. Since the City already gives a yearly stipend to the Historical Society, it was suggested we not pay for their ad this coming year. Also we have supported them with their sales of Oconto Beer. **Hayes called motion to spend \$2,500 on our ad in the 2020 Discovery Guide with a second of Honish. (5 Ayes)**  
Boucher also announced completion and distribution of the "Ride Oconto History" brochure.
  - d. Iron Maiden Fish Sculpture— It is in process and will be unveiled to all on completion.
  - e. **Reviewed throughout the meeting were the Expenditure Guidelines of which Wittkopf called approval with a second of Honish. (5 Ayes)**
7. Next Regular Meeting Date: Monday, August 19 @ 5:30 p.m.
8. Agenda Items: Volunteer day (late May/early June) 2020 (Diane LeBreck)
9. **Wittkopf summoned adjournment @ 6:10 p.m. with vocal support of Honish. (M/C)**