

TOURISM COMMITTEE
MONDAY, AUGUST 17, 2020 @ 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 August meeting was called to order by Vice Chairperson Feldt.
2. Roll Call: Jean Feldt, John Honish, John Wittkopf; Alternate Susan K. Seidl
Excused: Ron Hayes, Wendy Spice, alternative member
Absent: Jean Young
Also Present: Administrator Sara Perrizo, Sam Boucher/OCEDC, Gary Zahn/Copperfest President
3. **Honish motioned approval of agenda as presented. Wittkopf followed with a second. (5 Ayes)**
4. **Approval of minutes from the 06/15/20 meeting was motioned by Wittkopf with a Honish second. (5 Ayes)**
5. Public Input/Correspondence: Boucher proposed budgeting for a projector for “Movies in the Park” @ Holtwood complex: she thought we could fund raise. The event is free and a City event yet to get up and running. The grounds have been prepared for it.
6. **Discussion/recommendation/updates/progress reports on the following:**
 - a. Update on **City Guide**/Samantha Boucher/OCEDC submitted her 1st proof of the guide: we are to review it for spelling/changes/additions and get back to her or Administrator Perrizo. Sam thought that more winter activities need to be added and the included map will be completed with guide I.D. ATV and golf info, walking path as well as restaurants would also be an additive. Bay Impressions will print.
 - b. **Winter Wonderland Sponsorship 2020**— In committee packets we found costs, and schedule of events. After presentation of Boucher’s intent, **Seidl motioned to support Winter Wonderland with a City donation of \$200; Honish followed with a second. (M/C)**
 - c. Request from **Copperfest** for 2020 Contribution— President Zahn carried his intent of a donation from the City with problems that exist around the event (True of any event). He presented an Oconto STRONG “We’re in this together” sign which will be sold as a fund raiser. (Proceeds go to the fireworks.) Among questions asked were vendors (spearheaded by Crystal Wayland) and a separate contact to Oconto business to be present with wares in a booth therein: Administrator Perrizo will address this on Facebook. Wayne’s will provide the breakfast again. **Seidl motioned to support Copperfest with a City contribution of \$2,500. Honish called second. (4 Ayes/Wittkopf Nay)**
 - d. Request from **Oconto Elks Fly-In** for 2020 Contribution— Paperwork accompanied the meeting packet. **Wittkopf supported City funding of \$1,000 for the Oconto Elks Fly-In for 2020 with a Honish motion of second. (5 Ayes)**
 - e. **2021 Discovery Guide**— Boucher guided the Committee through 2021 possibilities and potential. Included in our packet was a letter indicating distribution intent and copies distributed. We were pleased with the 2020 presentation and chose to follow it. **Seidl**

motioned City support and advertisement to the 2021 Discovery Guide with a Honish call of second. (M/C)

f. **2021 Budget**— Administrator Perrizo fine-lined the past budget with reasoning and a suggestion to parallel it in 2021. She recommended that we pay our needs with budget money this year. **Wittkopf called a motion to repeat our present budget in 2020 to 2021. Seidl witnessed a second. (M/C)**

g. Plans for **150th Memorabilia**— We have 400 coins yet to sell; 8 trays. It is suggested we keep trying to obtain buyers. Zahn mentioned that the airport will be celebrating its 75th next year: they are considering coins as well. Could our coins be combined somehow? (Zahn also personally purchased 1 more coin to be used for Miss WI's appearance in 2021 @ Copperfest.) Perrizo will see what she can do on Facebook with this issue as well. She reported that our outdoor celebration signs were too damaged to consider a recovery sale.

h. **Iron Maiden Fish Sculpture**— Feldt reported her contact with Lynn Hearley who suggests 3 different concepts: she anticipates Hearley to be present @ the September meeting.

i. Expenditure Guidelines were viewed, touched on with the budget, and deemed appropriate.

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

8. Agenda Items: Update on City Guide/Samantha Boucher/OCEDC
2021 Discovery Guide
Iron Maiden Fish Sculpture

9. Wittkopf summoned adjournment @ 6:10 p.m. with a Honish call of second. (M/C)

Minutes submitted by
Susan K. Seidl