

## TOURISM COMMITTEE

**MONDAY, SEPTEMBER 21, 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 September meeting was called to order by Chairperson Hayes.
2. Roll Call: Jean Feldt, Ron Hayes, John Honish, John Wittkopf, Jean Young, Alternates Susan K. Seidl and Wendy Spice  
Also Present: Sam Boucher/OCEDC
3. **Feldt motioned approval of agenda as presented; Wittkopf followed with a second.**  
(5 Ayes)
4. **Approval of minutes from the 8/17/20 meeting was placed into motion by Feldt with a Honish second.**  
(5 Ayes)
5. Public Input/Correspondence: Boucher has ordered and purchased a movie projector at the permission and expectation of the Committee: she says it is fully loaded. (See 6. f.)
6. Discussion/recommendation/updates/progress reports on the following:
  - a. **Update on City Guide**— It is being finalized as Seidl and Perrizo have edited but there are yet additions to be made: it will be sent to the printer thereafter. The Business News: NE-WI August 17, 2020 shows the Committee the counties with the largest change in Tourism Dollars. It gives us a good view of where we stand. She also presented us with the tourism components and priority ranking of the OCEDC 2021-2022 Work Plan. This too allows the Tourism Committee to make their plans in a parallel fashion.
  - b. **Update on 2021 Discovery Guide**— Boucher had a preview of what we may see in 2021. We were asked to look it over and give suggestions, of which some were made @ the meeting. (Tourism commended Boucher for her efforts extended throughout the City.) Questioned by Spice was if we should have a private enterprise on this page. City Park could be added in its place, and a listing of other tourism attractions like golfing-mini and full course- could be added in an information box.
  - c. **Winter Wonderland** is yet to be tweaked by Boucher, however where-it-is-at was shared. She made request of Tourism's donation... perhaps expanded from last year as now a budgeted replacement fund needs to be added: from approx \$200... up to \$1000, or any amount. Hayes said the Committee will take action in October.
  - d. **Future Fishing Tournaments**— Boucher reported that money will be put aside at the OCEDC for partial support of events via marketing. She distributed The Economic and Fiscal Impact of Green Bay Recreational Fishing: informative. Spice suggested an article be written for the local paper showing how the City of Oconto benefits from our Fishing Tournaments... taxes, and economic impacts like restaurants, gas stations, food and dollar stores, other

businesses, our causeway.... Who will write this article? The Economic and Fiscal Impact of Green Bay Recreational Fishing survey may be helpful. (Note: it says approximately 50% of those who fish eat their catch)

e. **Fishing with a Pro Event**— Boucher had ANOTHER GENIUS idea which is already in the offing via her contacting Cabelas and Fleet Farm, to allow kids opportunity to become a part of an Oconto community natural resource: fishing (a bonding activity). Youth would receive tools of the activity so they could continue their experience beyond the event. Getting local sponsors would be helpful as well as the sponsorship of a kid @ \$10 or \$15 to defray costs for those in need. Here too she thought to request \$500 to \$1,000 of local Tourism to help get things going. It was also thought that the school could become a part of this. (They do have a summer school fishing class.) Activities for the youth will accompany the event. Tourism had a most positive response to this innovative project.

f. **Movies in the Park**— The new projector has been discussed and will be in use in 2021. Boucher requested \$1,000 to put the activity in motion. She has been in contact with Sue Anderson who did all the ground work of the facility... including a refreshment stand. Spice thought a connection with Farnsworth Library would be helpful.

g. **Oconto City Map**— Boucher gave us a sneak preview requesting us to inform of any changes that need to be made. There is a cost factor to also consider.

h. **Iron Maiden Fish Sculpture**— Our concern for Lyn Hearley continues as she has multiple health issues: this may not be her year, says Feldt. She continued with the history of the fish symbol and where it was to be placed. We rely on Hearley's unique expertise, investment and support of Oconto. Smaller projects were discussed. Perhaps even the metals dept. of OHS could be sounded.

i. **Expenditure Guidelines were viewed and determined appropriate with a motion of Feldt and second follow-up of Young.** (M/C)

7. Next Regular Meeting Date: Monday, October 20 @ 5:30 p.m.

Agenda Items will continue to be most of the issues above.

9. **Wittkopf issued adjournment @ 6:40 p.m. with a Honish call of second.** (M/C)

Minutes submitted by  
Susan K. Seidl