

TOURISM COMMITTEE
MONDAY, OCTOBER 19, 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 Tourism Committee meeting was called to order by Chairperson Ron Hayes.
2. Roll Call: Jean Feldt, Ron Hayes, John Honish, Jean Young, Alternates Susan K. Seidl and Wendy Spice
Excused: John Wittkopf
Also Present: Sam Boucher/OCEDC
3. **Honish motioned for approval of agenda as presented; Feldt followed suit. (5 Ayes)**
4. **Approval of minutes from the 9/21/20 meeting was placed into motion by Young with a Feldt second. (5 Ayes)**
5. Public Input/Correspondence:
 - a. **The Annual Copper Culture Museum Report** registered 986 tourists in 2020: this is remarkable due to Covid-19: most visitors were from WI, with no school field trips. It was noted by Rod Barta/Oconto County Historical Society that the museum was only open weekends in September. Some repairs needed attention and the DNR approved a new metal roof to be installed soon. Tourism felt an excellent job has been accomplished out there, including the displayed map of Oconto, and activity.
 - b. A Thank You from **Oconto Elks Fly-In** included appreciation of the \$1,000 sponsorship with hopes of it continuing in 2021, having a good turnout, and perfect weather. Next year marks the J. Douglas Bake Municipal Airport 75 year celebration. The Elks seek to keep the event affordable of families.
 - c. A Thank You from Sue Anderson addressed the Tourism Committee for helping her with her son's memorial: Joel's Reel Inn.
6. **Discussion/recommendation/updates/progress reports on the following:**
Again, Sam Boucher/OCEDC took the helm a.) - f.), and g.).
 - a. **Update on City Guide**— A long journey, Feldt began, has of today reached its apex. (Unless any errors are seen, a.), b.), and g.) will be printed as is.) NOTE: The Tourism Committee is impressed and pleased with Boucher's finalization of the project. **Feldt motioned to accept the Oconto City Guide and send it to printing. Young followed with a second. (M/C)**
 - b. **Update on 2021 Discovery Guide**— The upcoming year represents Oconto with a postcard and pictures of all our City holds. **Feldt called to accept the 2021Discovery Guide; Honish seconded the motion as it goes to print and will be available in the upcoming year. (M/C)**
 - c. **Winter Wonderland**— Feldt called motion to donate \$500 to Winter Wonderland for the purchase of replacement lights. **Young seconded. (M/C)**
 - d. **Future Fishing Tournaments--** Feldt also called motion to accept support of the OCEDC with \$2,500 from Tourism for future attempts launching our local projects and events with OCEDC guidelines and stipulations applying. **Hayes' submit followed with a second. (M/C)**
 - e. **Fishing with a Pro Event**— Although intent is to continue pursuit of this event, it looks for a Leader to follow-up the foot-work already accomplished and bring the excitement here, once again.
 - f. **Movies in the Park**— Anderson has fundraised basic monies to begin the event. Boucher discussed the issue with Kristen at Farnsworth Public but found a tandem effort was not possible. Boucher was asked to get some invoices from Administrator Perrizo for the November meeting. Anticipation is that we would have money for one movie per month.
 - g. **Oconto City Map**— This proves another fete for the City of Oconto. **Feldt accepted the Oconto City Map with Spice calling second. (M/C)**
 - h. **Iron Maiden Fish Sculpture**— Both Feldt and Spice shared in discussion. Do we go back to the original artist? No, we would like local Lyn Hearley. (The original sculptor was tapped via a board member suggestion, says Hayes.) Spice stated that Hearley remains interested and could come in with a proposal and timeline to the Committee @, hopefully, the November meeting. She continued that Hearley had thought \$700 would be a ballpark price. Where the initial sculpture would be placed? @ Bond Park.
 - i. **Expenditure Guidelines were studied and found to be acceptable with the motion of Feldt and second of Young. (M/C)**
7. Next Regular Meeting Date: Monday, November 16 @ 5:30 p.m.
8. Agenda Items: **Fishing with a Pro Event; Movies in the Park; Iron Maiden Fish Sculpture**
9. **Honish issued adjournment @ 6:33 p.m. with a Feldt call of second. (M/C)**
Minutes submitted by Susan K. Seidl