

TOURISM COMMITTEE

MONDAY, MARCH 15, 2021 @ 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 Hayes @ 5:34 p.m.
2. Roll Call: Ron Hayes, John Honish, John Wittkopf, Alternatives Susan K. Seidl and Wendy Spice
Excused by call: Jean Feldt
Absent: Jean Young
Also Present: Mayor Lloyd Heier, Sam Boucher/OCEDC
3. **Honish motioned approval of agenda as presented; Wittkopf followed suit. (5 Ayes)**
4. **Approval of minutes from the 02/15/21 meeting was accepted by Wittkopf with a Honish second. (5 Ayes)**

5. Public Input/Correspondence: Boucher distributed Restaurant Revitalization Grant information available through OCEDC. She encouraged the Committee to share the information as she has distributed this pandemic-related revenue loss option throughout the area. Wittkopf reported that he had no update on the welfare of Lynn Hearley or the Iron Maiden metal art. Mayor Lloyd Heier shared compliments on our City buildings from the school referendum project manager who was impressed with the small city atmosphere/upkeep and that our public buildings are some of the most impressive he has seen.

6. **Discussion/recommendation/updates/progress reports on the following:**
 - a. OCEDC Joint Marketing (\$2,000/Project) Boucher again will gather coupons from businesses, printing things off, but also intends to tape lots of video (30 second marketing moments: no sound, a bit of over-text) for 2021. She wanted to know if the Committee would ponder any specifics that could be captured for this project which she suggested might include historic, seasonal, event oriented activities. The issue will be revisited at our April meeting. **Spice motioned to support the OCEDC Joint Marketing with a \$2000 donation of Tourism. Honish seconded. (M/C)**
 - b. Winter Wonderland Sponsorship (\$300) A drive-in tunnel sponsorship board will be built and displayed with local support to Winter Wonderland. Although a desirable manufactured board would be permanent (\$8000) it is not feasible @ this juncture: said project is a beginning to our long Winter Wonderland tradition. **Supporting a Winter Wonderland sponsorship board with a \$300 donation issued from Tourism member Wittkopf with a backup of Spice. (M/C)**
 - c. Midwest Grill'n Partnership with OCEDC (\$1,350) The event led to lengthy discussion as it will not be a public event but could promote Oconto by being held on a random day in a park. City Park was thought to be ideal. **Tourism thought this a good P.R. moment with Honish moving to allot \$1,350 for this 1st time event here. Wittkopf motioned a second. (M/C)**
 - d. Waterfest 2021 – Request Approval of \$3,500 for Three Log Rolling Shows (a past hit) makes sense resting in an historic logging community. **Seidl called motion to approve of \$3,500 for the Three Log Rolling Shows @ Waterfest 2021. Spice provided the second. (M/C)**
 - e. Updated Cost of Tunes on Tuesdays – (\$1,000 Donation Received) The event is requesting another \$1,000 to which Chairman Hayes offered personal donation for the import of more distant/known groups. The event has been pleasing between summer evenings. He however suggested a nonprofit group like the Scouts gain ground by providing popcorn/pop/etc. Spice mentioned the Historical Society; Seidl mentioned the Holtwood movie snack wagon.
 - f. “Our Town” Proposal from Local Channel 5 will include a split of costs by OCEDC (\$900 each) if Tourism is interested. The Mayor noted that the past participation only wanted to hear about Copperfest: no other City events. Hayes will bring it up before the Chamber. Boucher will alert Zahn and look into expanding the dialogue. More info will be provided in April.
 - g. **Expenditure Guidelines were viewed with an accepting motion of Spice and support of Wittkopf. (5 Ayes)**

7. Next Regular Meeting Date: Monday, April 19 @ 5:30 p.m.
8. Agenda Items: OCEDC Joint Marketing video project
“Our Town” Proposal from Local Channel 5

9. **Honish summoned adjournment @ 6:35 p.m. Wittkopf issued second. (M/C)**

Minutes submitted by
Susan K. Seidl