

TOURISM COMMITTEE

MONDAY, APRIL 19, 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 April Tourism meeting was called to order by Chairperson Hayes.
2. Roll Call: Ron Hayes, John Honish, John Wittkopf, Jean Young, Alternatives Susan K. Seidl and Wendy Spice
Absent: Jean Feldt
3. **Spice called motion for approval of agenda as presented; Honish followed suit.** (5 Ayes)
4. **Approval of minutes from the 03/15/21 meeting with the exception of approval of the log rollers in the Budget report for \$3,500 rather than \$3,700 was announced by Wittkopf with a Honish second.** (M/C)
5. Public Input/Correspondence: *Spice indicated that future “Tunes on Tuesday” on the Beyer Home grounds would be in favor of several nonprofit groups selling concessions. **Iron Maiden Lynn Hearley is still recouping, reports Wittkopf. ***Wittkopf gave an update on the Legion Golf Course which was purchased (by Myron?): they hope to clean up and invite in someone else for the food aspect. Other discussion centered on more updating, housing and building projects.
6. Discussion/recommendation/updates/progress reports on the following:
 - a. OCEDC Joint Marketing Video Project— *Sam Boucher has been elected to the Oconto School Board which will conflict with our meetings; however she sent a report to Hayes and the Committee. Again, she is interested in a joint marketing producing 30 second videos promoting Oconto as a destination. The following could be the flow: 1. family destination (camping/catching fish/eating ice cream/mini golf/campfire); 2. downtown Main St. historical Main St.; 3. recreation/trails/fishing; 4. Beyer Home/Copper Culture museum; 5. pool and parks; 6. our suggestions included churches, schools, city buildings, Farnsworth library. **Hayes reported that Pete Gabrielson is looking into radio snips possible as one comes into Oconto.
 - b. “Our Town” Proposal from Local Channel 5— Although ½ of this venue has been supported, in discussion with Boucher/OCEDC, it has been determined too much to handle so has been cancelled at this point. Mad Dog and Merrill however must yet be validated with a place and date.
 - c. “Oconto Strong” Facemasks— More information is needed here: Jean Feldt initiated the idea. Will these be a City, Copperfest, or other project? Will profits be made from them or will they be free?
 - d. **Honish motioned to accept our Expenditure Guidelines, with the change of approval of the log rollers in the Budget report for \$3,500 rather than \$3,700 with the added motion of Young.** (M/C)
 - Wittkopf questioned the \$1,100 for Waterfest bussing which was clarified as these will be Kobussen transport.
 - AGAIN, the driving pattern @ Waterfest will have to be followed as one way.
 - Sharp Park wooded area needs attention, says Spice. Park and Rec. cannot handle the extra load. She has offered to get volunteers to attend to it if the City sees fit. Bostedt is lining up a couple individuals to take the excess wood but more of a team is needed.
 - Wittkopf heard that the new gardening business (Four Seasons) coming into Oconto ran out of money.
7. Next Regular Meeting Date: Monday, May 17 @ 5:30 p.m.
8. Agenda Items: None.
9. **Honish summoned adjournment @ 6:04 p.m. The rest of the Tourism Committee issued second.** (M/C)

Minutes submitted by
Susan K. Seidl