

TOURISM COMMITTEE
MONDAY, August 9, 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 August 9th meeting of Tourism was called to order by Chairperson Hayes.

2. Roll Call: Ron Hayes, John Honish, John Wittkopf, Jean Young, and Alternatives Susan K. Seidl and Wendy Spice
Absent: Jean Feldt

Also Present: Sam Boucher/OCEDC, Pat Trepanier/Elks Oconto Fly-In

3. **Wittkopf sought approval of agenda as presented; Honish witnessed the second.**

(5 Ayes)

4. **Approval of minutes from the 07/12/21 meeting was placed into motion by Young with a second of Wittkopf.**

(5 Ayes)

5. Public Input/Correspondence:

- Once again Wittkopf spoke with Iron Maiden Lynn Hearley about the 1st anticipated sculpture and indicating that by completing some of the work before the end of 2021 we can be assured of the monies set aside in the budget. She understood. We all empathize with her health issues and would like to see her local work in public.
- Wittkopf also expressed sadness to see Administrator Sara Perrizo leave her position here as she has been most effective. It was evident we all fell the effect.

6. Discussion/recommendation/updates/progress reports on the following:

a. **OCEDC Joint Marketing Video Project**— Boucher expressed that we are still in the editing process. The young man working with her has some tweaking to consider. The drought days need reworking and all are keeping expenses down.

b. **Request from Oconto Fly-In for Donation**— Trepanier anticipated the 2021 event to be similar to last year with added features of more planes; status planes will be represented (with some of those individuals being put up @ the local hotel); Kathy Smith as a speaker; a 232 jet flying over with a 90 year old in the pilot seat; and more children's activities. Dominating the discussion was the plane/helicopter insurance for allowing passengers (Spice had input as to attendance and anticipation of the crowd to get a chance in one of these machines, increasing revenue.); expenditures anticipated reaching \$35,000; Trepanier himself sought extra sponsorship amounting to 10 sponsors, defraying costs \$10,000; and the expectation of a projected income of \$9,500. Trepanier stated that no excess monies are kept but rather get donated to a worthy cause like Children's Hospital for the Ronald McDonald House. **Wittkopf moved to allot \$2,000 for the 2021 Oconto Fly-In as City of Oconto support. Honish called second. (M/C)**

c. **Movies in the Park** is looking for another \$500 to finish out summer 2021, our 1st season using the new outdoor facility. Boucher stated that this will increase our 1st summer viewing to 4 movies. Wittkopf wanted more information on these expenses which were quickly explained: it being a free City event. More P.R. how-to was discussed increasing an already healthy crowd. A donation box, on location, was suggested by Wittkopf. Sue Anderson is setting 2022 dates and Anderson Construction has donated their work and time to make the facility more user friendly. (Boucher foresees a future event involving both our City Pool and a movie.) **Wittkopf made a motion to donate an additional \$500 for the last 2021 Movie in the Park. Young put forth a second. (M/C)**

d. **Expenditure Guidelines were viewed by the Committee and accepted with the motion of Honish followed by the second of Young. (M/C)**

7. Next Regular Meeting Date: **Monday, October 11 @ 5:30 p.m.**

Boucher informed the Committee that there will be a new employee coming to the OCEDC. She also informed of a 10,000 grant available to new businesses on Main Street Oconto.

8. Agenda Items: Will be listed as they occur.

9. Wittkopf summoned adjournment @ 6:12 p.m. Spice witnessed second.
(M/C)

Minutes submitted by
Susan K. Seidl