

**TOURISM COMMITTEE**  
**Monday, October 11<sup>th</sup>, 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. Meeting of the Tourism Committee was called to order by Chairperson Hayes at 5:31 pm.
2. Roll Call: Ron Hayes, John Wittkopf, John Honish, Jean Young, and Wendy Spice (alternative)  
Excused: Jean Feldt and Susan Seidl (alternative)  
Also Present: Samantha Boucher from OCEDC and Brittney Bickel as recording secretary
3. **Motion by Honish, second by Spice to approve the agenda as presented. 5 Ayes M/C**
4. **Motion by Wittkopf, second by Young to approve meeting minutes from 08/09/2021. 5 ayes M/C**
5. Public Input/Correspondence:

Sammy Boucher from OCEDC mentioned there is a new Tourism Capital Grant that is due Nov 12<sup>th</sup>. Eligible applicants are 501c and c6's (which the Chamber is). Might be possible to look at for the Pedestrian Bridge by Holtwood. Must be a "shovel-ready" program. The Chamber could apply for the bridge. Would need the fill out application as well as get letters of support from the City and OCEDC. Quick grant – only get a month. There will be a webinar and FAQs in the next couple weeks. Application is 10 parts. Max of 300-600 words in each part. Through the DOA. Max amount is \$3.5M, with only \$10M available.

Wittkopf asked Bickel if the Iron Maiden came in with proposal/progress report for the sculptures. Wittkopf stated that he talked to her about a month ago and asked her to stop in with a plan/material list regarding the sculptures so we could carryover the funds. This will be the second year of carrying over the funds. Around \$5,000.

6. Discussion/recommendation/updates/progress reports on the following:
  - a. Movies in the Park: Boucher updated us that the last and final movie of the year was canceled due to rain. We have a full year to pick a new date, so it will rollover into the 2022 year. Money spent out of account for the movies: Goonies, Hotel for Dogs, Reck It Ralph, Moana, and Despicable Me; and Boucher spent money for new speakers. Roughly, income into the account was \$2495, expenses out were \$2416, for a remaining balance that will stay in the account of \$79 for next year.
  - b. 2022 Budget: Per Bickel – numbers will stay the same for the 2022 budget. Spice asked what the Full-Time Salaries allocation involves. Bickel explained it is for the Tour Guides at Copper Culture Park. Hayes stated he would like to set up a joint meeting with the Park and Recreation Committee to organize a City Park event or activity to bring awareness to the park and raise money. Young agreed. Boucher stated she is applying for the Packer Grant which is \$7,000.
  - c. Expenditure Guidelines: Wittkopf questioned the binoculars. Expense for two, he thought we agreed to getting one. Spice asked where they were located and what is the duration of the lease (year or season)? Hayes explained they were at the Harbor and the Wildlife area, and the lease is for the Season. Wittkopf believes they are a waste of money. Young has seen people using them often and believes they are beneficial and a nice thing to have. Young also noted that they are children and handicap accessible, as they are lower to the ground. Boucher questioned if we

advertise them? She hasn't seen anything. She can add them to the Discovery Guide. The binoculars are \$450 for 2 for the season. Wittkopf also questioned the porta-potties. Hayes responded that the porta-potties were by the museum for the Tunes on Tuesday. Humane Society was the only organization that took advantage or the opportunity to be a vendor here. They sold out of all their items. Boucher believes next year could be better with early advertising and an early commitment to doing this again. Hayes commended Boucher's signs that she put up advertising the event. The signs had a huge impact on attendance. Hayes also wants to get new entertainment for Waterfest. Boucher has contacts for Flamethrowers. Hayes likes the Lumberjacks, but they are expensive, and we have had them for two years in a row. We need something new that will keep people interested. Boucher asked if the Tourism Committee wants to have their 2 pages (74 and 75) in the Discovery Guide again for 2022, and if they want any changes made. Hayes responded "yes" and that it will come out of 2021 budget. The cost is \$1250 per page, total cost \$2500, over 40,000 copies. Boucher commented it is well worth the investment, the copies are distributed all over the Midwest, Minnesota, Illinois, Ohio, Missouri, all over Wisconsin, and any other request that comes in. Wittkopf requests disc golf be included. Ice Rink is included "dependent on weather conditions." Young commented the Ice Rink has not been done in 4-5 years. Spice commented it would be a nice thing to bring back. They are hard to maintain, however. Spice also mentioned it would be nice if it was a possibility to create a sledding hill in the open area by Sharpe Park. Maybe the snowplows could dump the snow there to build one. Wittkopf mentioned we could possibly build a dirt hill with the dirt from by the golf course and let the snow cover it. Spice mentioned this would be a way to get snow that would be cleaner as opposed to the snow that is plowed and full of dirt and debris.

- d. Other Tourism Activities: Young asked Boucher about Winter Wonderland coming up. Boucher reported they have around 15 new displays. They have a \$15,000 grant from the Bond Foundation. November 26<sup>th</sup> is Opening Night, they will be collecting donations and there will be pre-packaged cookies. December 4<sup>th</sup> the Police Department is handing out goody bags. They ordered 75 small trees and 18 angel trees. Young commented that it brings a lot of people into the City from surrounding areas. Boucher mentioned two other things: Quad County Trail Adventures submitted a grant to Wisconsin Department of Tourism was approved to spend up to \$39,000 from April 15<sup>th</sup> thru June 15<sup>th</sup>. She submitted the Destination Marketing Organization Grant. Will find out soon if it was approved. December 31, 2022 to spend it all. Fishing tourneys, specifically Bass tourneys. This would keep the walleye population up. Cabela's World Championship and NWT Championship.

7. Next Regular Meeting Date: **Monday, November 8<sup>th</sup> @ 5:30 p.m.**

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

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

**5 ayes**

Minutes submitted by  
Brittney M. Bickel,  
City Administrator