

CITY OF OCONTO
MINUTES OF THE TOURISM COMMITTEE MEETING

City Hall – Council Chambers
1210 Main St, Oconto, WI 54153

MONDAY, MARCH 14, 2022 - 5:30 PM

Draft for Approval

Meeting of the Tourism Committee called to order at 5:30 pm by Chairperson Ron Hayes

Roll Call –

Members Present: Ron Hayes, Jean Feldt, John Honish, John Wittkopf, Jean Young, and Wendy Spice (alternative member)

Also present: Mayor Lloyd Heier, Pat Trepanier with the Elks Club, Sam Boucher with OCEDC/Oconto County Tourism, City Administrator Brittney Bickel and as recording secretary, and other interested parties

Members Excused: Susan Seidl (alternative member)

Approval of Agenda –

MOTION: Feldt / Spice

Motion to approve the agenda as presented for the Tourism meeting on March 14, 2022.

Voice Vote: 6 ayes - MOTION CARRIED

Approval of Minutes –

MOTION: Young / Honish

Motion to approve the minutes as presented for the Tourism meeting on February 14, 2022.

Voice Vote: 6 ayes - MOTION CARRIED

Public Input/Correspondence –

- Brittney Bickel, City Administrator, addressed John Wittkopf's question regarding the Welcome to Oconto sign lease payments. She explained it does not come out of the Tourism's Advertising & Marketing Budget, which is the Tourism's main expense account. It comes out of a special "Other" expense, that is used solely to budget for the sign lease, nothing else comes out of this expense account. It has been budgeted for under this account for the past 10+ years.
- Sammy Boucher, OCEDC Tourism Coordinator, let the Committee know there will be 2 AIM Fishing Tournaments happening in 2023. A regular tournament in May 2023 and then the Championship Tournament. She will be paying them \$5,000 from the County allocation. MWC will hopefully resign for 2023. Their World championship is in the Fall of 2022. Joe Last is also hosting a fishing tournament of about 50 boats that OCEDC will also be paying for this tournament. - Winter Wonderland has some new organizers. She will be working with them for a smooth transition. She is applying for one more grant for this year to hopefully get them some more funding. - The DMO grant she received is mostly for marketing but partly for education. A few marketing agencies will be coming in to do some business classes. The free education workshop will go over social media, websites, how to attract press in 2022, etc. - Sammy will be printing more of the West Main Street Brochure. She asked the City Tourism Committee for some kind of donation, maybe \$400. One thing

they are working on is virtual tours. Hopefully next year, when you take this walking path you will be able to pull up your phone and you can access a voice tutorial of the location. This will be done by the Historical Society. - Sammy is submitting a request to the Bond Foundation for \$50,000 for a business Façade Improvement Program. It is up to the City Tourism Committee if they want to partner or not. This will be a county-wide 50/50 reimbursement program for any business on Main Street or in commercial development. She asked for a donation as a sign of support for the program, maybe \$500. The Bond Foundation meeting is at the beginning of April, and she is submitting the request on Wednesday.

Discussion/Recommendation on –

a. Elks Club & Waterfest 2022

Pat Trepanier came as representative of the Elk's Club. They will be taking over Waterfest in 2022. City Administrator Brittney Bickel gave Trepanier the binder from 2021 Waterfest to help with the transition. Police Chief Mike Rehberg, Parks & Rec Director John Bostedt, and Superintendent of Public Works also volunteered to help. Mayor Heier stated he will take care of contacting the Coast Guard for the Firework Permit. Pat Trepanier stated he is strongly pushing to move it to Saturday, July 2nd, he will contact the bands and see if this is possible. He asked the Committee about funding and wants to attend the next meeting to discuss further.

b. Fireworks on July 3rd, 2022

Bickel explained the invoice/estimate was not yet received for this meeting.

c. Expenditure Guidelines

The Committee discussed the desire to carry-over \$3,500 for Iron Maiden fish sculpture final payment and the remaining leftover 2021 Budget for Waterfest 2022. Bickel explained there is no money left from the 2021 Budget. Once the audit is finished, she will bring the requests to the Council at the carry-over meeting and let the Tourism Committee know what is able to be approved.

d. Other Tourism Activities

MOTION: Feldt / Spice

Motion to approve a \$400 donation to OCEDC for 1,000 copies of the West Main Street Historic District Booklets reprint 2022.

Voice Vote: 6 ayes - **MOTION CARRIED**

The Committee discussed Tunes on Tuesday. The cost will be \$5,500. One donation was already received in the amount of \$1,000. Hayes will be donating \$1,000 as well. This brings the total to \$3,500. Pete Stark with the Historical Society let the Committee know he has more vendors that would like to participate this year. Spice questioned how many weeks this would cover, since there has been talk of extending it. Hayes replied 9 weeks. Sammy looked on Facebook and confirmed: June 14th to August 9th, 2022.

MOTION: Feldt / Wittkopf

Motion to approve payment of \$3,500 for the bands for Tunes on Tuesday.

Voice Vote: 6 ayes - **MOTION CARRIED**

Hayes asked for further discussion. Bickel stated Sammy asked for two different possible donations. Does the Committee want to donate towards the GEM grant or the Small Business façade grant? Sammy will be submitting the request on Wednesday. Hayes suggested Sammy submit it and the Committee will discuss it at the next meeting. Sammy asked for an estimate of a donation for the request. Hayes stated \$500. Sammy said not to worry about the GEM grant right now, but keep it in mind, and let her know soon so she can get started on that.

Sammy also added Main Street bounce back grants are still going. She submitted 2 today. They also have a contract with Bayland Regional Planning to do a Housing Study at the end of August, which is a \$28,000 study that will hopefully be finished by the end of this year. They also have a couple possible developers for the County who are waiting for the study to be completed. So we should be seeing some more single family residents.

Sammy also stated if the Façade Improvement Program goes thru, they will need at least 5 committee members, if anyone is interested, they can let her know.

Spice commented on the City Park Event – she talked with Kitty Werner today and the Historical Society is interested in doing a presentation. The next Parks & Rec meeting will be April 13th at 6:00 pm to discuss it further. Sammy noted she can help with some free trinkets for prizes. Hayes stated he can bring the ducks and the pond.

Next Regular Meeting Date – Monday, April 11, 2022 @ 5:30 pm

Agenda Items – Façade Improvement Program and GEMS Grant

Adjournment –

MOTION: Honish / Young

Motion to adjourn at 6:52 pm.

Voice Vote: 6 ayes - MOTION CARRIED

Respectively submitted by
Brittney M. Bickel, City Administrator