

TOURISM COMMITTEE
Monday, June 13, 2022 @ 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. Lynn Hearley, Vice Chairman, called the meeting to order.
2. Roll Call: Jean Feldt, Bryce Hearley, Lynn Hearley, Wendy Spice; Alternate Susan K. Seidl
Absent: Ron Hayes, Courtney Sowle, Tina Bruckner (non-voting)
Also Present: Mayor J. Panetti, Sam Boucher/ OCEDC
3. **Feldt requested approval of Agenda as presented; Spice witnessed second.**
(5 Ayes)
4. **Approval of Minutes from 5/16/2022 with clarification of the foot bridge (in-the-works) not being a City but rather a Chamber of Commerce project 7. e.; and the ID of which Hearley 7. b. ii Bryce; 7. e. Lynn; was voiced by Feldt with a Spice second.**
(5 Ayes)
5. Public Input/Correspondence: Mayor Panetti and Boucher of the OCEDC encouraged Tourism to view the application of the Green Bay Packers Foundation (Grant): it would support our projected efforts toward Health and Wellness (Farmers Market) and Environmental/City Park; if not our empty hospital building asbestos which is a DNR concern. L. Hearley noted Kiwanis may have interest in improving City Park. Boucher noted the Bond Foundation could be supportive. Discussion of murals on sides of our community buildings and our community “back door” of the Oconto River all fall into monetary need: L Hearley has sounded some supportive business owners. Feldt asked around about a Bier Garden and found supportive residents.
6. **Discussion/Recommendation/Updates on the Following:**
 - a. Waterfest 2022 Fireworks cost in the past was \$5,500 changed to Committee support of \$10,000 which includes lasting longer, insurance, et al. Discussion of this year’s event led to the Mayor suggesting we approach the Bond Foundation for support in this category.
Copperfest is in its 40th year of activity with Zahn’s dedicated-organizational leadership. It was discussed how to instill more community involvement: even in attending the event. Other varied ideas were shared. The parade was seen as an upgrade. LED with and fire instead of fireworks was a part of the fest this year. Boucher suggested a Tourism representative attend Copperfest organizational meetings.
 - b. Facade Improvement Program, Boucher informed, is still moving in the funds direction. Boucher felt it may get into swing in 2023.

c. JEMS Grant (Deadline September 1, 2022... and April 2023: NOTE: the spending time as well) Boucher told us that this is a marketing tool available to Tourism. She stated that it is a 2 year application with a top grant of \$39,550. Boucher also supplied us with paperwork on Main Street Bounceback grant information from the WI Economic Development Corporation/Bay Lake Regional Planning Commission; Tourism Economics June 2022 WI Visitor Industry from the WI Dept. of Tourism; Total Tourism Impacts of WI and Counties chart; and Cabela's World Walleye Championship itinerary for September 28, 2022. Boucher continues to work for tourism in our City and County. It was established that there is no group monitoring what we do to enhance our Main Street buildings. We should study over the Grants for next month.

d. Potential Tourism Ideas/Projects (item request from Lynn Hearley) Sign Ordinances need a review in our City, it was agreed: two businesses are looking at an upgrade. L. Hearley will discuss their needs with Vital Signs.

e. Tourism Signs for City Marketing (item request from Courtney Sowle) L. Hearley will also discuss considering permanent 2-sided tie-up signs with our winter events and summer activities on display and another one with our Fests, with Vital Signs. Members shared their future project hopes: a City Wide path connecting all including the Breakwater to town; City Park swimming beach and beach house update; murals.

f. City of Oconto Farmers Market (item request from Courtney Sowle) TABLED (Ice sculptures in the winter would be nice. A summer flea market was suggested too.)

g. "Visit Oconto" Facebook and Instagram page (item request from Courtney Sowle) TABLED Gracie Campshure, a high school student, would update these for a fee of \$60. A travel blog was online by a woman following Harbor Towns.

h. Expenditure Guidelines in the Committee packet were viewed.

i. Other Tourism Activities: NOTE 6. e.

At request, Mayor Panetti stated that the Audit was completed: We have much work to do.

The Chamber footbridge was discussed with a B. Hearley suggestion.

7. Next Regular Meeting Date: Monday July 13, @ 5:30 p.m.

8. Next Meeting Agenda Items: Involvement in Copperfest 2023

A list of expenses anticipated yearly

City of Oconto Farmers Market

"Visit Oconto" Facebook and Instagram page

Tourism Signs for City Marketing

Grants

9. Feldt summoned adjournment @ 7:27 p.m. B. Hearley witnessed second. (M/C)

Minutes submitted by
Susan K. Seidl