

**TOURISM COMMITTEE**  
**MONDAY, AUGUST 22, 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. The August 22 meeting was called to order by Chairperson L. Hearley.
2. Roll Call: Jean Feldt, Ron Hayes, Bryce Hearley (-6:15), Lynn Hearley, Wendy Spice; Alternate Susan K. Seidl; (non-voting advisory member) Tina Bruckner

Absent: Courtney Sowle

Also Present: Mayor J. Panetti, Joe Last, Sam Boucher/OCEDC, Scott Sager and wife

3. **Feldt requested approval of Agenda; Hayes supported with a second. (5 Ayes)**
4. **Approval of Minutes from 7/18/2022 was voiced by Hayes with a Feldt second. (5 Ayes)**

5. Public Input/Correspondence:

- Mayor Panetti requested Last appear to explain the City of Oconto outdoor signage ordinances: Last distributed his job “bible”. Questions were volleyed to which Last responded. He made it clear that he cannot change (though supportive of change) any language established by the City, merely regulate it. The Committee is attempting to modernize and create its “History on the Bay” theme luring businesses and tourists. In response to inquest, Last informed that presently unused signs should be removed. L. Hearley noted that an establishment is challenged by “declaring a hardship” and requested this sign issue go to the Ad Hoc Committee. Boucher is aiding new businesses including sifting through the complicated sign ordinance language: Feldt said a procedure is needed: Spice suggested the City establish a “short cut sheet” to ease the burden. Size, direction, and placement are all present issues. Boucher also questioned Tourism’s future 10 - 12 mural displays: she suggested that she could write that ordinance since there isn’t one. Hayes eventually suggested the Mayor address the Ad Hoc Committee with these issues and thereby establish an updated packet for Oconto.
- Boucher/OCEDC brought 2023 Discovery Guide advertising rates including placement choice and size. The Committee will study and review the options: she will return to the next meeting for Tourism’s decision. Although printing has gone up, Boucher offered the same price to the City for 2023: OCEDC splitting the cost.
- Scott Sager, a local artist, displayed his Walleye painting: mural option. Questions were asked as to cost, usage, etc. Sager offered more City workmanship and suggested prints and raffle potential.

6. Discussion/Recommendation/Updates on the Following:

- a. Copperfest 2023— Feldt shared the theme: Beach-time. It was also thought that the event could reestablish float prizes.

- b. Tourism Signs for City Marketing— Discussion was included in #5. Feldt requested a procedure for signage be established for new businesses and **Hayes called motion to have Mayor Panetti address the Ad Hoc Committee to coordinate and simplify our outdoor sign ordinances. Feldt seconded. (M/C)**

Boucher will ID mural placement @ the next meeting.

- c. City of Oconto Farmers Market— Harvest Fest is 9/24. It was thought that the Sowle barn: Oconto Riviera would hold the 1<sup>st</sup> summer farmers market the day after and 1 additional market in October.

- d. "Visit Oconto" Facebook & Instagram page— Posting has begun and is updated daily. The Mayor questioned duplication of P.R. at a cost.

- e. Grants— Boucher as gotten a Bond Foundation out of OCEDC of \$2,500: another \$4,000 OCEDC is in process. She is working toward the mural development by mid-May of 2023 when we should see some results. Scanning of artwork and Photoshop were offered by Bruckner though Vital Signs gave prices which include installing. However adding print could be the Bruckner special. More pictures are yet being researched.

- Boucher also announced that she is working with an Oconto School District (new) Communications Director.

- f. **Feldt motioned for approval of invoice from John's Johns in the amount of \$640.00 for Music in the Park; Spice witnessed second. (5 Ayes)**

- g. **Approval of \$2,000 Sponsorship to Oconto Elks Fly-In as information came in the Committee Packet was motioned by L. Hearley with a Feldt second. (M/C)**

Since we now work with an exceptionally tight budget, it was suggested that we speak with the Elks as to further donation intent.

It was established that the International Fishing Tournament is covered by OCEDC.

- h. List of Expenses Anticipated Yearly: included in the Committee Packet as requested was just what the Committee needed, stated Feldt.

- i. Expenditure Guidelines were viewed and accepted by the Committee.

- j. Other Tourism Activities—

- Decorating Main Street for fall has been investigated by Spice and Pat Heier. They have prices for corn stocks (which Randy VanHulle donated in the past); L. Hearley will look into them if not covered, and hay bales... and pumpkins, of various sizes Bruckner will seek, and mums. Boucher will set aside \$600 from the OCEDC budget to cover excess costs.
- Mayor Panetti discussed the significance of regaining the Sheboygan Walleye Tournament (104 boats) which Marinette wants. Money is made on the pre-fishing: they would like a packet from the businesses in order to promote them. He also thought it would be an advantage to have a "Welcome Fisherman" sign or two: yard signs would be nice too. Finally he mentioned the Oconto Sportsman's Club "Youth Day" which brings in 200, this Saturday.

7. Next Regular Meeting Date: **Monday, September 12 @ 5:30 p.m.**

8. Next Meeting Agenda Items: 2023 Discovery Guide advertising

9. **Feldt summoned adjournment @ 7:35 p.m. L. Hearley witnessed second. (M/C)**