

TOURISM COMMITTEE
MONDAY, SEPTEMBER 12, 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. Vice-Chairman Lynn Hearley called the meeting to order.

2. Roll Call: Jean Feldt, Ron Hayes, Lynn Hearley, Wendy Spice, Alternates Bryce Hearley, and Susan K. Seidl

Courtney Sowle resigned.

Also Present: Mayor J. Panetti, Tina Bruckner (non-voting)

3. Feldt requested approval of Agenda: B. Hearley supported with a second. (5 Ayes)

4. Approval of Minutes from 8/22/2022 was voiced by Spice with a change to 6. c. of the word “week” to “day”. Hayes voiced second. (5 Ayes)

5. Public Input/Correspondence: Mayor J. Panetti received a letter of resignation from Chair Courtney Sowle (who moved beyond the City limits). It is recognized by the Committee that there is now one Tourism Committee member opening. The Mayor will sound our Attorney to make the next move.

6. Discussion/Recommendation/Updates on the Following:

a. Copperfest 2023— It will be approached when that committee addresses Tourism: sometime in September, stated Hayes. It will be good to bring G. Zahn in, stated the Mayor.

b. Tourism Signs for City Marketing— The Mayor noted that last month we had clarification of City Code from Building Inspector Last. Tourism seeks to move forward with a list of potential changes they can present in written format. Boucher stated that Tourism can definitely do that as a part of their structure. Feldt thought looking @ our ordinances should be a part of the Tourism Committee’s homework: then discuss changes they see necessary: thereafter present the list to Council. **A motion was called by Feldt and second by B. Hearley to form a voluntary sub-committee to study present ordinances and create a format to address changes. (M/C)** Volunteers include B. Hearley, Tina Bruckner, L. Hearley, Feldt, and Boucher.

c. City of Oconto Farmers Market— Although we will revisit the concept next year, at this time it was decided to forgo the effort, anticipating 2022’s Harvest Fest. Hayes suggested Tourism create a flyer containing news of a 2023 Farmers Market next year and hand them out @ Harvest Fest. (At present, Spice and L. Hearley had 3 interested booth participants each.) Boucher will check into when Farmers Market grants start for next year.

d, “Oconto Tourism” Facebook & Instagram page— L. Hearley requested administration for the posting seen as a nice job on these formats thus far: both Spice and L. Hearley will monitor postings. Several posts to-date have been seen by the public. Spice suggests grammar be followed on these pages since this is considered a City P. R.

e. Grants— Boucher stated that the Bond Foundation (our murals have been submitted) accepts needed funding applications. We could move forward with the fish, she says. She also is looking to the Stock Foundation. The Mayor stated that fishing presently puts Oconto back on the map, noting that our marketing should be on the present. Who knows the demographic viewing them, voiced the Committee. Spice mentioned that our metal sculptures will be representing the fishing industry.

f. 2023 Discovery Guide— It is agreed that we continue with our advertizing but will wait until the end of the Budget period: **Hayes moved that we accept our 2023 Discovery Guide commitment and pay for it with the 2023 Budget account. Feldt seconded. (M/C)**

g. Winter Wonderland Tree— **The City of Oconto Tourism Committee motioned to continue to place the Angel Tree at Winter Wonderland with a sponsorship of \$300. Both Feldt and Hayes supported the motion. (M/C)**

h. Light Poles Flags on Main Street (item request from Jean Feldt) were discussed at length: the illustrated fish presented in Committee paperwork, tribute to City Military/family sponsored suggested Feldt, and random Oconto facts stated B. Hearley: all were seen as future potential Main Street flags. When asked, Boucher quoted banner cost @ \$45, with each new design @ \$25. Bruckner has a wholesale account: she will check to see the price difference. It was determined to request a Veteran representative to our October meeting wherein discussion of Military flags will continue: Hayes will see to it. Main St. summer flower baskets received unlimited discussion and compliments. Boucher will e-mail our past Algoma visit commentary to Committee members, which gives an outside view already established.

i. List of Expenses Anticipated Yearly— **Hayes motioned to approve the Expense Report with a follow-up of Feldt. (M/C)**

j. Expenditure Guidelines were viewed by the Committee and found acceptable. **Feldt and Hayes moved that the List of Expenses Anticipated Yearly and Expenditure Guidelines be a one-line item in the future. (M/C)**

k. Other Tourism Activities— Spice helmed discussion concerning seasonal fall décor on Main St. It will take place @ 9 a.m. September 19th. Randy Van Hulle and family will donate the corn stocks; 30 pumpkins of each size will come from Bruckner (an invoice request to Spice), hay bales will be coming also. Eight volunteers will accomplish the task: Boucher offered her efforts as well, and water bottles for the workers.

7. Next Regular Meeting Date: ***Monday, October 10 @ 5:30 p.m.***

8. Next Meeting Agenda Items:

THE COMMITTEE WOULD LIKE THE FOLLOWING TO BE A ONE LINE ITEM IN THE FUTURE:

- List of Expenses Anticipated Yearly **and** Expenditure Guidelines
- City Military/family sponsored flags with Veteran representation

9. **Hayes summoned adjournment @ 6:56 p.m. Feldt witnessed second. (M/C)**

Minutes submitted by Susan K. Seidl