

TOURISM COMMITTEE
MONDAY, NOVEMBER 14, 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 November Tourism meeting was called to order by City Council member, Jean Feldt.
2. Roll Call: Jean Feldt, Ron Hayes, Magan Holz, Wendy Spice; Alternate Susan K. Seidl
Excused: Non-voting Tina Bruckner
Absent: Lynn Hearley, Alternate Bryce Hearley
Also Present: City Attorney Frank Calvert, and Carl-Military Veteran representative
3. **Feldt called out nominations for Tourism Chairperson 3 times with nomination of Feldt by Seidl and Spice: with no other nominations, Hayes and Feldt closed nominations. (5 Ayes)**
4. **A Vote for Tourism Chairperson was called by Feldt 3 times: Feldt accepted the position with a closure motion of Hayes and Seidl. (5 Ayes)**
5. **Hayes called for approval of Agenda; Holz issued second. (M/C)**
6. **Approval of Minutes from 10/10/2022 with the correction that Lynn Hearley was absent @ that meeting was placed by the Committee. (M/C)**
7. Public Input/Correspondence: None.
8. **Discussion/Recommendation/Updates on the Following:**
 - a. *City Military/Family Sponsored Flags with Veteran Representation*-- Hayes communicated with the Chamber President, Mayor, and Parks Department of Peshtigo who sent paperwork on their Hometown Hero project: NOTE: Seidl's handout inclusion describes their window of application (included), banner specifics, rules for display, and location with honor display schedule. (We learned that Jeff Larmay processes those banners, here in Oconto.) Banners for 5 years cost \$150 with a potential of 20 new applicants yearly. Both Carl and Committee discussed specifics finding all presented reasonable and adaptable: Carl will present it to the Oconto Vets with a 1st apply, 1st print/display method. Utilizing local business windows would be cost-effective for others, expressed Holz, and be opportunity for families involved; she will reach out to businesses. It was thought the Veteran Day month or Memorial Day month, or throughout the summer months would be display potential. The Veterans have done research of Oconto Military.
Oconto's pole display (east to west) was discussed: could they be moved (north to south): Vet flags will be printed on one side only.
Oconto student art is an oncoming project from the high school art teacher: it can be displayed on Main... and lead to a City-competition, suggested Hayes. Also, local "artists" could signify Oconto: competition-bound too, suggested Holz.
Another "flag" suggestion was displaying representation of what residents find satisfying with Oconto.
Summer flowers on Main St. also led to much discussion, as the Mayor is trying to save City dollars. Feldt suggested (as one other area school) our students' plant and create baskets for Main: it was hard to envision their care once they got to the poles. Our present provider has never increased its City-established price for the display, always amazing, and it seems a shame to no longer support a good-standing Oconto business.

b. *Copperfest 2023*— Hayes will request Gary Zahn attend a 2023 Tourism meeting when an established agenda is solidified by the Committee.

c. *Tourism Signs & Murals for City Marketing (Sam Boucher)*: Murals will move forward for spring 2023 – OCEDC has \$4,000 saved for this project As the City Tourism Committee plans for 2023, another \$1,000 wouldn't hurt towards this project. Boucher will continue to search for grants and apply –two more ahead.

d. *City of Oconto Sign Ordinance Updates (Sam Boucher)*: “I’m just going to be very honest: I don’t have a solution - I’ve looked at numerous ordinances and they all differ. If the new building inspector would give guidance to a business, that would be excellent. You can’t do this, but we can do this type of situation.” The Committee presently has no one to present sign clarification to the public.

Adam’s space: Do we continue to utilize it? We need a price factor to move ahead. Superintendent Wusterbarth should be sounded, as it is on private property. An agreement needs to occur. Do we want to continue use? Spice stated that it was a good location, to which others agreed. The panel’s need to be installed @ a cost of \$400 each, and a LED light. The City would be responsible for place/take down the Community Activities. Each event could pay for the P.R. thought Hayes. Tina Bruckner will be asked to follow-up.

e. *City of Oconto Farmers Market*— Holz is looking into this. The Committee thought Freedom Park an ideal location: including the alcove behind. Saturdays... 8a.m.-1p.m.? The Market could expand to include fruit/veggies; arts/crafts; bake sale; WOCO; music/art; bouncers; kid competition with prize; Community Fund Raisers....

f. *“Oconto Tourism” Facebook & Instagram page*— Spice found it upgraded from spelling and grammar errors... but it appears “borrowed” rather than “original posts”. Are there boundaries we should apply to the content? Could more Tourism events appear? It was suggested that if the Committee needs to address the format to do so @ a meeting. *Historical Society*: Visibility in the City could be increased by a scavenger hunt of picture fragments/tiles, suggested Holz.

Could put on some Oconto history....

g. *Grants*

i. *Bond Foundation*— A denial letter came for “Tunes on Tuesday” sponsorship request-

ii. *Other grant updates*— The Bond Foundation and Stock- both -denied the applications for supporting funds.

h. *Discussion of the Status of Commissioned Metal Art Sculptures* was rather lengthy: we have no update as to its progress or completion expectation. Budget ends in Dec. Our next meeting finalization must be met as the Committee set aside sculpture cost and is questioning retaining it in the carryover of the 2023 Budget. Update is imperative as monies may be lost. The Committee felt that we should establish a completion date or cancel the sculpture, even though our intent was a local artist: Feldt will address Lynn Hearley. The Dec. meeting will determine if we hold the sculpture or divert the monies to another project already in the progress.

i. *Copper Culture Park Annual Report* submitted by Rod Barta, who issued his resignation, indicates that the Werrebroeck House/Museum @ Copper Culture State Park, now seasonably closed, registered around 1,000 tourists from 33 States and 2 Countries. Especially noted were WI Governor Evers and a photographer from Discovery Guide.

j. **A List of Expenses Anticipated Yearly and Expenditure Guidelines was in Committee packets and appreciated by the Committee in which Hayes called acceptance and Holz called second. (M/C)**

k. *Other Tourism Activities*— None.

9. Next Regular Meeting Date: Monday, December 12 @ 5:30 p.m.

10. Next Meeting Agenda Items: Copperfest 2023 meeting agenda

Discussion of the Status of Commissioned Metal Art Sculptures and Action

11. **Hayes summoned adjournment @ 7:23 p.m. with voiced support of Seidl. (M/C)**

Minutes submitted by
Susan K. Seidl