

**CITY OF OCONTO**  
**MINUTES OF THE TOURISM COMMITTEE MEETING**

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

**MONDAY, DECEMBER 12, 2022 - 5:30 PM**

**Meeting of the Tourism Committee called to order at 5:30 pm by Chairperson Jean Feldt**

**Roll Call –**

Members Present: Ron Hayes, Jean Feldt, Wendy Spice, Lynn Hearley, Magan Holz, and Tina Bruckner - advisory member/non-voting

Also present: City Administrator Brittney Bickel and Deputy Clerk/Treasurer Camille Belleau as recording secretaries, and other interested parties

Members Excused: Susan Seidl - alternate member

Members Absent: Bryce Hearley - alternate member

**Approval of Agenda –**

**MOTION: Spice / Hayes**

*Motion to approve the agenda as revised for the Tourism meeting on December 12, 2022.*

**Voice Vote: 5 ayes - MOTION CARRIED**

**Approval of Minutes –**

**MOTION: Hayes / Holz**

*Motion to approve the minutes as presented for the Tourism meeting on November 14, 2022. Voice Vote: 5 ayes - MOTION CARRIED*

**Public Input/Correspondence –**

- Scott Sager, a local artist, is working with Sammy Boucher for pictures for Oconto County marketing and murals
- Sammy Boucher, Oconto County Tourism, let the committee know that 2023 Discovery Guide will be delivered tomorrow. She brought the Wisconsin Traveler to show the committee the spread on Oconto. The old Krist Oil location has recently sold, purchased by Landing Properties for potentially 3 office space units.

**Discussion/Recommendation on –**

- a. City Military/Family Sponsored Flags with Veteran Representation -- No updates.
- b. Copperfest 2023 Meeting Agenda -- No updates.
- c. Tourism Signs & Murals for City Marketing --

**MOTION: Spice / Hearley**

*Motion to approve \$1,000 from 2022 budget to OCEDC for Murals.*

**Voice Vote: 5 ayes - MOTION CARRIED**

- d. City of Oconto Sign Ordinance Update -- Sammy Boucher will be doing a survey to businesses to learn the pros and cons while working with the City of Oconto Sign Ordinance.

- e. City of Oconto Farmers Market -- Magan Holz handed out a list of ideas for the 2023 Farmers Market. Potentially starting in June and ending right before Harvestfest (September 23<sup>rd</sup>).
- f. "Oconto Tourism" Facebook & Instagram Page -- No updates. Payment details have been obtained and the check will be process with next week's accounts payables.
- g. Grants -- Sammy is working on the Canary Fund for the murals. Ready Set Go Grant for large events. The National Walleye Tourney is not in Wisconsin in 2023. The Master Walleye Circuit will be in Oconto in 2023 and 2024. September 6, 2023 there will be a 7<sup>th</sup> and 8<sup>th</sup> grade women's leadership conference with lead speaker Ali Starr at the Oconto Middle School. Tina Bruckner and Sammy Boucher are working together on the banners/flags - kids are work potentially to be used, Kiwanis may sponsor some of the kids art.
- h. Status of Commissioned Metal Art Sculptures and Action -- It is planned to have the first sculpture completed in the Spring of 2023. Hearley's want to donate the other two sculptures to the City.
- i. Fishing Website -- Sammy Boucher is working on a website strictly for City of Oconto fishing.
- j. List of Expenses Anticipated Yearly and Expenditure Guidelines -- Bickel explained the Tourism Committee will be receiving a \$3,000 cut in their budget in the coming year - the 2023 budget will be \$22,500.

**MOTION: Spice / Hayes**

*Motion to approve \$1,500 from 2022 budget to OCEDC for Tunes on Tuesday.*

**Voice Vote: 5 ayes - MOTION CARRIED**

**MOTION: Spice / Hearley**

*Motion to approve remainder of the 2022 budget to OCEDC for Murals.*

**Voice Vote: 5 ayes - MOTION CARRIED**

- k. Other Tourism Activities -- Next year - Closing Main Street for "Trick 'R Treat on Main" on Saturday, October 28<sup>th</sup> to make a Halloween event and safer for the kids. WGAS Fishing Tourney will be Feb 4, 2023 at Breakwater Park and Harbor and will have around 500 participants.

**Next Regular Meeting Date** – Monday, January 9, 2022 @ 5:30 pm

**Agenda Items** –

- Status of Commissioned Metal Art Sculptures and Action
- Fishing Website
- + WGAS Fishing Tourney, Feb 4, 2023, \$500 Sponsorship

**Adjournment** –

**MOTION: Hayes / Holz**

*Motion to adjourn at 7:00 pm. Voice Vote: 5 ayes - MOTION CARRIED*

Respectively submitted by  
Brittney M. Bickel, City Administrator