

MINUTES OF THE TOURISM COMMITTEE
MONDAY, FEBRUARY 13, 2023 @ 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 meeting was called to order by Chairman Jean Feldt.
2. Roll Call: Jean Feldt, Ron Hayes, Lynn Hearley, Wendy Spice; Alternate Susan K. Seidl
Excused: Tina Bruckner (non-voting member)
Absent: Megan Holz and Alternate Bryce Hearley
Also Present: Councilman LeBreck, artist Scott Sager, Riley Sowle, 1 citizen
3. **Hayes called motion approval of Agenda; Spice issued a second. (5 Ayes)**
4. **Approval of Minutes from 1/9/2023 with the exception of adding Tina Bruckner (non-voting member) as being absent were accepted by Spice with a L. Hearley second. (5 Ayes)**
5. Public Input/Correspondence: It was determined that murals in our community with historic personalization will be appropriate, as suggested by Hayes. D. Udenberg is looking to create marketing items with an emphasis on Oconto: logo and all. It was noted that we sell sweatshirts and hats @ Holtwood Campground. Hayes also has other sales items we had in the past and those may be “recycled”. Seidl again suggested an historic pictorial calendar now for 2023.
6. **Discussion/Recommendation/Updates on the Following:**
 - a. *City Military/Family Sponsored Flags with Veteran Representation*— A representative rendition from Tina pleased the Committee. (Spelling needs to be checked.) With City Council approval we can proceed with this venture. **Hayes voiced approval of these Veteran Flags on Main St. with a Spice second. (M/C)**
 - b. *Copperfest 2023 & Requested Sponsorship* was approved in a previous meeting by Hayes and L. Hearley: The Committee would like director G. Zahn @ a meeting to update intents.
 - c. *Tourism Signs & Murals for City Marketing*— Sager presented his completed painting of the Snowy Owl. It and the Walleye will have City copyrights. **The Committee approved of the Snowy Owl painting to be adapted to our marketing with a call of L. Hearley and second of Spice. (M/C)**

L. Hearley stated that K. Thompson suggested an *interactive sign* of the Bond Pickle jar in which one could take a picture of themselves pulling a pickle out of the jar. It was stated that we have at least 9 identified areas to cover: at least 5 of these have been cost supported by Boucher/OCEDC.
 - d. *City of Oconto Sign Ordinance Updates*— Sam Boucher of the OCEDC is collating results from a survey of the Community.
 - e. *City of Oconto Farmers Market*— It was suggested we “roll out” with a game I.D.ing sites. The Udenberg marketing could be brought in.
 - f. *“Oconto Tourism” Facebook & Instagram page*— The Committee remarked that the results are pleasing.
 - g. *Grants* are in wait via Boucher’s/OCEDC activity in progress.
 - h. **Approval of invoice form OCEDC in the amount of \$2500 for 2023 OC Discovery Guide was issued by Hayes with a second call of Seidl. (M/C)**

- i. **The list of Expenses Anticipated Yearly and Expenditure Guidelines were viewed and taken into account with motions of acceptance made by Hayes and Spice. (M/C)**
- j. *Other Tourism Activities*– Hayes investigation relayed that Oconto’s Econo Lodge does well with events hosted herein. L. Hearley had several suggestions for Tourism including the Motorcycle Club has a booklet stamped by several businesses when they make a visit: in the end, there is a drawing for them. There are 9 huge outdoor pots that could be planted: Stephanie Schoel would be interested in pursuing this activity: maybe high schoolers could assist. The pots too could become creative decor in fall and winter. Some could become memorial recognition. Riley Sowle applied for a U.W. Grant with results mid-February to create an Oconto pumpkin patch that would be useful and beneficial to the City. Boucher/OCEDC is trying to create a tax revenue return for Tourism for more activities in the City.

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

8. Next Meeting Agenda Items: G. Zahn: Copperfest 2023
Flower Pots on Main

9. **Seidl summoned adjournment @ 6:41 p.m. Spice voiced support of the ending motion. (M/C)**

Minutes submitted by
Susan K. Seidl