

MINUTES OF THE TOURISM COMMITTEE
MONDAY, MARCH 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 Tourism meeting was called to order by Chairman Feldt.
2. Roll Call: Jean Feldt, Ron Hayes, Wendy Spice; Alternative Susan K. Seidl
Excused: Lynn Hearley, Megan Holz
Absent: Bryce Hearley
Also Present: Tina Bruckner (non-voting member); Gary Zahn/Director of Copperfest
3. **Hayes called motion for approval of Agenda; Spice issued a second. (4 Ayes)**
4. **Approval of minutes from 2/13/23 were accepted by Spice with a Hayes second. (4 Ayes)**
5. Public Input/Correspondence: None.
6. **Discussion/Recommendation/Updates on the Following:**
 - a. City Military/Family Sponsored Flags– Bruckner has taken the helm with her final most-approved design. Pricing is next, depending on the least bid. A timeline will be considered. It was suggested that with a veteran submission date the resident will be informed of the cost factor. Bruckner will check all the previous printed information (from Boucher) for cost updates from that respective offer: she will give her quote as well.
 - b. Copperfest 2023 - G. Zahn appeared to present his committee work on this year's event: a Sunday nondenominational service (so far with 3 ministers); 4 new bands will play the event; a couple new food vendors; Sue and Dick Jacquart as Grand Marshals; and some new sponsors. Copperfest representatives will participate in 2 parades. The City of Oconto parade will sport the theme of 'the beach'. Zahn stated that they have been working with WUMPA. He thanked Tourism for their support of \$1,000. He alerted the Committee that Copperfest is returning to wristbands: and sadly, had to raise family passes to \$20, which was still considered a bargain. To defray costs, Zahn informed that a fundraiser with 2 comedians will occur @ Irish Greens Golf Course... with perhaps a meal. Chairman Feldt suggested that summer provide other community events on the property like a carnival or flea market.
 - c. Tourism Signs & Murals for City Marketing are being developed by Boucher.
 - d. City of Oconto Sign Ordinance Updates– Nothing new to add.
 - e. City of Oconto Farmers Market– Holz feels the event should 1st occur in 2024 as fundraising, more money, better timing, and more planning are necessary.

- f. “Oconto Tourism” Facebook & Instagram pages have seen a lot of activity.
 - g. Grants– There is nothing to add @ this point.
 - h. Flowerpots on Main Street– L. Hearley has felt that once they are moved to logical locations, near light poles, they could serve as year-long decor. (Spice wondered what the Oconto Woman’s Club is doing in this respect.)
 - i. **List of Expenses Anticipated Yearly and Expenditure Guidelines were viewed by the Committee and accepted by Seidl with a Spice second. (4 Ayes)**
 - j. Other Tourism Activities were not included to date.
7. Next Regular Meeting Date: Monday, April 10 @ 5:30 p.m.
8. Next Meeting Agenda Items: No new additions.
- 9. Seidl summoned adjournment @ 6:18 p.m. Hayes called second. (M/C)**

Minutes submitted by Susan K. Seidl