

MINUTES OF THE TOURISM COMMITTEE
MONDAY, APRIL 10, 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 Vice Chairman L. Hearley.

2. Roll Call: Ron Hayes, Lynn Hearley, Megan Holz, Wendy Spice; Alternative Susan K. Seidl

Excused: Alternative Bryce Hearley

Absent: Jean Feldt, Tina Bruckner (non-voting member)

Also Present: Mayor J. Panetti, Pat Trepanier/Elks Waterfest 2023 director, Bob LeBreck

3. **Hayes motioned for approval of Agenda; Holz issued a second. (5 Ayes)**

4. **Approval of Minutes from 3/13/2023 were accepted by Spice with a Hayes second. (5 Ayes)**

5. Public Input/Correspondence: Spice offered a letter she had written to John Bostedt of Parks and Rec. concerning Sharp Park.

6. **Discussion/Recommendation/Updates on the Following:**

a. *Waterfest 2023*– Trepanier requested fiscal support for the needs of the Oconto event (\$16,500 in 2022 with a return documented amount.), knowing that the City Budget is compromised. In the past, The Chamber has been most supportive adding to the successful balance. The event will be July 3 from 4 p.m.- midnight. Food vendors will pay \$10.50. At present he sees a present cost of \$19,800 including the bands. Trepanier is raising other funds to balance what will be required. **Seidl moved to allocate \$16,500 to cover Waterfest 2023 needs. Spice called second. (M/C) Mayor** Panetti commended the event supported by the Elks.

b. *Copperfest 2023* has been given a Tourism donation of \$1,000. Pulaski Marching Band may participate with the City cost of five buses and lunch for members (\$3,500).

c. *Tunes on Tuesday 2023* will arrange 7 concerts; the intent is to have the event totally funded by donations. Discussion of using the Historical Society building for bathrooms (which could save as much as \$640), and perhaps sales of soda and water within, ensued.

d. *City Military/Family Sponsored Flags with Veteran Representation*– The Committee awaits Boucher to attend a meeting with some quotes.

e. *Tourism Signs & Murals for City Marketing*– Boucher/OCEDC is also fielding this marketing.

f. *City of Oconto Sign Ordinance Updates*– No advancement on this issue.

g. *City of Oconto Farmers Market 2024*– The event will be discussed but will not occur until 2024.

h. *“Oconto Tourism” Facebook & Instagram pages*– It is being kept up.

i. *Grants*– This remains a carryover item.

j. *Flowerpots on Main Street*– L. Hearley stated that businesses are beginning to donate. Businesses will plant... with watering care by the Park and Rec. Dept. The goal is to have them readied before Memorial Day.

k. **Approval of the invoice from OCEDC in the amount of \$2000 for 2023 Joint Marketing was called into motion by Hayes with a Holz second. (M/C)**

OCEDC marketing has been seen as a valuable tool.

l. *Approval of the invoice from Tower Optical* in the amount of \$900 for binocular viewing machines for the period of 5/1/23-4/30/24 has been placed on hold as the Committee will look into the value of owning rather than leasing the viewing machine: we have rented them for several years. L. Hearley will do the investigation *including finding out if these are upgraded as vision is not clear.*

m. *Advertising opportunity* at North Bay Shore and Chute Pond County Parks was proposed by Boucher/OCEDC. With 2023 finances strained, it was decided to hold off the venture this year.

n. *List of Expenses Anticipated Yearly and Expenditure Guidelines* were discussed, appreciated, and accepted as written.

o. *Other Tourism Activities*– None.

7. Next Regular Meeting Date: Monday, May 15 @ 5:30 p.m.

8. Next Meeting Agenda Item: Support of an 8% room tax

City of Oconto recycling allocation

9. **Hayes summoned adjournment @ 6:55 p.m. Holz issued a second. (M/C)**

Minutes submitted by Susan K. Seidl