

**TOURISM COMMITTEE**  
MONDAY, MAY 15, 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 V.P. L. Hearley.
2. Roll Call: Ron Hayes, Lynn Hearley, Megan Holz, Riley Sowle, Wendy Spice; Alternate Susan K. Seidl; (non-voting member) Tina Bruckner  
Absent: Alternate Bryce Hearley; Also Present: Bob LeBreck (+ 6:30)
3. **L. Hearley, V.P. called for nominations for Chairperson 3 times with closure of Hayes and Spice. (5 Ayes)**
4. **L. Hearley requested a unanimous vote for Riley Sowle as Chairperson of the Tourism Committee which was cast by the Committee and closed with a motion of L. Hearley and Holz. (M/C)**
5. **Tourism Chairperson Sowle requested nominations for Vice Chairperson 3 times which were closed by Hayes and Spice with a second. (M/C)**
6. **Sowle called the unanimous vote of Megan Holz as Vice Chairperson of the Tourism Committee. Sowle called motion to a close and Hayes seconded. (M/C via a voice of 5)**
7. **Spice motioned for approval of Agenda; Hayes issued a second. (5 Ayes)**
8. **Approval of Minutes from 4/10/2023 were accepted by Spice with a L. Hearley second. (4 Ayes)**
9. Public Input/Correspondence: Committee packets included a Feldt/Boucher e-mail which needed clarification of the 2023 Tunes on Tuesday. Also included via e-mail was Lynn Hearley's findings on the terms for the breakwater and marsh binoculars. Boucher, at a local School Board meeting, sent an update on OCEDC activity in Oconto.
10. **Discussion/Recommendation/Updates on the Following:**
  - a. *Waterfest 2023*– Posters were printed and paid for by OCEDC, as well as given to Pat Trepanier/ELKS.
  - b. *Copperfest 2023*– The \$ was donated.
  - c. *Tunes on Tuesday 2023*– \$1,500 was sent to Steve Peterson. \$2,800 is being sent from Prevea Health to OCEDC to fund Tunes on Tuesdays. Posters are being worked on and will be printed and paid for by OCEDC.
  - d. *City Military/Family Sponsored Flags with Veteran Representation*– These will not be a project of the OCEDC however, Bruckner has designed and sought cost per banner (\$51.71) each (double-sided): 45 to be printed. She also will accomplish the prep-ready art. The suggestion was made by Hayes and supported by Bruckner to round up each flag to \$60 per military representation. This will buffer needs. Thereafter **Hayes motioned for Council approval of sponsorship for the installation of military banners @ \$60, which will be paid for by military sponsorship, with the excess monies to continue in Veteran support @ their discretion. (5 Ayes)**
  - e. *Tourism Signs & Murals for City Marketing*– The canvas murals are at Inkdrop ArtHaus in Green Bay (@ Bruckner's graphic design experience suggestion) to be digitized: this process can take 2-3 weeks. Boucher met with the Historical Society to get pictures of the Smelt Carnival.... The pictures are ready – a quote on what type of material to use for exterior buildings is anticipated: it's a

City and OCEDC partnership. L. Hearley added that there are 4 murals in total: 2 paintings and 2 photographs in black and white.

Note: **Historical Society** posters will be printed and paid for by OCEDC for Victorian Tea, Pie and Ice Cream Social and it is working on Cemetery Walk graphics.

f. *City of Oconto Sign Ordinance Updates*– Boucher has dealt with the permitting process firsthand for Cornerstone Nutrition. “I’m a little disappointed with the Committee of the Whole not waiving the \$50 fee for the sign permit for Cornerstone Nutrition.” The waived fee request was because improvements have been made with a possible grant OCEDC received from WPS (\$2,000).

g. *City of Oconto Farmers Market 2024* remains on the agenda with no new additions yet.

h. *“Oconto Tourism” Facebook & Instagram pages*– Acceptable @ present-

L. Hearley will discover its future with our processor.

i. *Grants*– Boucher has a Ready, Set, Go grant with Travel WI for a National Walleye Tour tournament and was granted \$5,000 to cover 50% of the tournament costs: June 13-14, 2024. OCEDC will cover the other \$5,000, plus hotel rooms, etc. (money is \$15,000 from the County, and the grant from the Industrial Fund before they dissolved) OCEDC is hoping for a grant for new signage at the Marsh.

j. *Flowerpots on Main Street* in the past have been addressed by L. Hearley. Eight flowerpots will be decorated and put out on Main Street before Copperfest weekend, states Boucher. Stephanie from Secret Garden Floral Design will be putting these together with the assistance of the City to move them to downtown locations.

**k. Hayes moved for 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. Holz issued a second. (M/C)**

l. *Support for 8% Room Tax*– L. Hearley led this discussion based on where this tax money has been going: it seems no one knows, so she is continuing the search as those taxes should be coming back to the City of Oconto. LeBreck spoke to the original proposal. **Spice made a motion that the Tourism Committee unanimously support implementing an 8% room tax as soon as possible. Hayes supported the motion. (M/C)**

m. *City of Oconto Recycling Allocation*– Spice will seek information from Administrator Bickel as to this issue.

n. *List of Expenses Anticipated Yearly and Expenditure Guidelines* were provided to the Committee. **Hayes motioned to release the remaining \$4,000 balance from the 2023 budget. Spice followed with a second. (5 Ayes)**

o. *Other Tourism Activities*–

- **ATV Trails for Oconto County** open Friday, May 12, 2023, at 6:00 a.m.
- **Trick or Treat** is scheduled for Oconto on Saturday, October 28, 2023, from 3:00pm-6:00pm. The Chamber will have Trick or Treat Main Street that same time pending road closure permit.
- **Harvest Fest** is scheduled for Saturday, September 23, 2023, from 10am-3pm, pending road closure permit.

**11. Next Regular Meeting Date: Monday, June 12 @ 5:30 p.m.**

12. Next Meeting Agenda Items:

- Review the former building inspector’s plan for vacant buildings on Main St.
- Sign ordinance

**13. Tourism Chairperson Sowle summoned adjournment @ 7:13 p.m. V. P. Holz followed with the final second. (M/C)**

Minutes submitted by  
Susan K. Seidl