

MINUTES OF THE TOURISM COMMITTEE MEETING
City Hall – Council Chambers, 1210 Main St, Oconto, WI 54153
MONDAY, SEPTEMBER 11, 2022 - 4:00 PM

Meeting of the Tourism Committee called to order at 4:00 pm by Chairperson Riley Sowle

Roll Call –

Members Present: Ron Hayes, Riley Sowle, Wendy Spice (@4:03pm), Lynn Hearley and non-voting member Tina Bruckner

Also present: Mayor Panetti, Veteran Carl Plaster, and City Administrator Brittney Burrue also as recording secretary

Members Excused: alternate member Susan Seidl and Magan Holz

Members Absent: alternate member Bryce Hearley

Approval of Agenda –

MOTION: Hayes / Hearley

Motion to approve the agenda as presented for the Tourism meeting on September 11, 2023.

Voice Vote: 3 ayes - M/C

Approval of Minutes –

MOTION: Hayes / Hearley

Motion to approve the minutes as presented for the Tourism meeting on August 14, 2023.

Voice Vote: 4 ayes - M/C

Public Input/Correspondence – none

Discussion/Recommendation on –

- a. Oconto Military Banner Program - flying length -- Administrator Burrue stated the City currently has received 15 applications. Carl Plaster stated he is getting phone calls regarding the deadline and where to get information on their Veteran. The best resource for help on Veteran details is Ron Christensen at the Oconto County Veteran's Service Office. Spice asked Bruckner if there is a minimum number we can order. Bruckner thinks it would just cost more per unit; she will double check. The deadline was discussed. We are passed the September 1st original deadline. The ultimate goal is to have them up by Veteran's Day (November 11th). Estimating 6 weeks processing time, the deadline would need to be Harvestfest on September 23rd. There will be a Veteran's booth that will have applications available.
- b. Waterfest 2023 - Pat Trepanier/Elks -- The Elk's will be organizing Waterfest again in 2024 but will need the same \$16,500 budget from the Tourism Committee. Sowle will ask Pat Trepanier to attend the next meeting.
- c. "Oconto Tourism" Ideas for Facebook & Instagram Pages -- Gracie Campshure is going back to school and is done as of the end of August. The Committee agreed that the new social media poster should attend the monthly meetings. Hearley has a couple of possible replacements. Hayes suggested we ask Sammy to bring it up at the school Board meeting. Hearley will talk to her.
- d. City of Oconto Farmers Market 2024 -- No updates. Holz is taking with Rachel Porath.
- e. Tourism Signs & Murals for City Marketing -- The Snowy Owl is going up today or tomorrow.
- f. Plan for Vacant Buildings on Main Street Article 68 -- Burrue stated she is still working on looking into this. Being short staffed and down two department heads is leaving her extremely busy. She will have an update at the next meeting.
- g. List of Expenses Anticipated Yearly and Expenditure Guidelines -- The Tourism Committee is currently over budget by approximately \$6,100. Spice is estimating decorating on Main Street for Fall will cost around \$500. She asked if anyone has a golf cart and could help distribute pumpkins. Pat and Lloyd Heier donate theirs each year, but two would be beneficial.

- h. Other Tourism Activities -- Administrator Burruel handed out and explained the 2024 proposed budget, and answered the Committee's questions. The Committee discussed Tunes on Tuesday and Winter Wonderland. Hearley asked Burruel about the garbage cans on Main Street, why they were taken away and can they come back.

Next Regular Meeting Date – Monday, October 9, 2023 @ 5:00 pm

Agenda Items – + Fundraising Ideas
+ Tunes on Tuesday 2024 - Steve Peterson

Adjournment –

MOTION: Spice / Hearley

Motion to adjourn at 5:26 pm. **Voice Vote:** 4 ayes - M/C

Minutes submitted by City Administrator Brittney M. Burruel