

MINUTES OF THE TOURISM COMMITTEE
from MONDAY, NOVEMBER 13, 2023 @ 5:00 P.M.
in the 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 Riley Sowle.
2. Roll Call: Ron Hayes, Megan Holz, Riley Sowle, Wendy Spice; Alternate member Susan K. Seidl
Absent: Alternate Bryce Hearley, & Tina Bruckner (non-voting)
Excused: Lynn Hearley
ALSO Present: Carl Plaster/Veteran Rep.
3. **Hayes motioned for approval of Agenda; Holz called second. (5 Ayes)**
4. **Approval of Minutes from 10/09/2023 was placed on the table by Hayes; Spice witnessed the second. (5 Ayes)**
5. Public Input/Correspondence: *Boucher left word that she submitted a letter of inquiry to “People for Bikes” for a grant to expand our community to be bike friendly: this is her second round in the full grant submission (by Nov.30th).
*Spice expressed gratitude for \$ to decorate Main St. for the harvest season, with the appreciation of those who did so by the Tourism Committee.
*The veteran flags are a hit! Bruckner was given praise for the successful extended effort she put forward.
6. **Discussion/Recommendation/Updates on the Following:**
 - a. *Tunes on Tuesday 2024* - Steve Peterson– Boucher left word that Steve can use the same process for other organization’s sponsorship. We had anticipated his attendance: he will be contacted to attend an upcoming meeting.
 - b. *Waterfest 2024 poster* inspection led to Boucher’s newly created submission which was seen as effective. Spice suggested that it include these words: “organized and implemented by the Oconto Elks”. No other changes were added though we anticipate more sponsors.
 - c. *Waterfest 2024 donation* – after the Budget is approved.
 - d. *City of Oconto Farmers Market 2024* – Rachel Porath’s attendance was also anticipated but the issue will be TABLED until she attends.
 - e. *“Oconto Tourism” - Ideas for Facebook & Instagram pages*
Boucher had an additional name for this position.
 - f. *Tourism Signs & Murals for City Marketing*– Boucher left word that The Shop on Main received their 2 photos for the building exterior with Bryce Hearley installation. She stated that there is \$2,178 remaining in this budget adding that she should be able to maximize that with a grant for a bigger project.
 - g. *Plan for Vacant Buildings on Main Street Article 68*– This issue has Holz at the mighty helm. She has attained the Milwaukee Code and presented a few of the details including why a code is necessary; what happens to an owned building; expectations for coming up to code; inspections; time schedule; and fines.

h. *Fundraising Ideas*– We do have a list which Holz will resurrect for address @ our monthly meetings. The Committee seeks to make money to support events. Extended discussion led to the potential purchase of a dunk tank: Insurance? Liability? Rent out? Repairs?

i. *Grants and Grant Writer*– Holz generated energy behind the issue. She has no new information @ this time.

j. The list of *Expenses anticipated yearly and Expenditure Guidelines* are appreciated monthly and have been reviewed and expanded in discussion. Holz questioned the “Angel Tree” in Winter Wonderland / in its 35th year: they need to have more sponsors. A drone view might be useful for the public Oconto events. Winter Wonderland: How about a sticker for Oconto County residents (located @ City Hall): *pre-purchase* for visiting vehicles. Hayes talked about a senior citizen bus. Spice asked about the Tourism Budget donation to Waterfest: did Tourism donate \$1000 for the band? Sowle questioned who received the donated \$ on City property for the Tunes on Tuesday? Discussion followed on the necessity of the rented platform binoculars. Sowle gave an idea of what may happen with the 2024 Tourism Budget. Sowle announced that there will be 4 Council seats open in April.

k. *Other Tourism Activities*– Boucher indicated that the Oconto County Visitor Guide will go to print @ the end of this month with copies available mid-Dec.

7. Next Regular Meeting Date: Monday, Dec. 11 @ 5 p.m.

8. Next Meeting Agenda Items: *Tunes on Tuesday 2024* - Steve Peterson
 City of Oconto Farmers Market 2024 – Rachel Porath
 Update on Veteran Flag #s
 Fundraising Ideas in list format

9. Hayes summoned adjournment @ 7:12 p.m. Spice witnessed the second. (M/C)

Minutes submitted by Susan K. Seidl