

MINUTES OF THE TOURISM COMMITTEE
MONDAY, OCTOBER 7, 2024 @ 4:00 P.M.
City Hall Council Chambers

Mission Statement: The Committee 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 Riley Sowle.

2. Roll Call: Lynn Hearley, Ron Hayes, Riley Sowle, Wendy Spice; Alternates Jack Karban (-4:44 p.m.) and Susan K. Seidl; and Ashley Geller/Advisory (-6:06 p.m.) ABSENT: Megan Holz ALSO PRESENT: Mayor Cliff Martin, Alderperson Donlevy, Alderperson LeBreck, Alderperson Stenstrup, John Nowak/VFW Rep., Fred Adams/City Event Calendars, Stephanie Schoel/local floral shop, and 1 other citizen

3. **Hayes motioned for approval of Agenda with e. and i. moved to the beginning of item 7.; Spice issued a second. (5 Ayes)**

4. **Approval of Minutes from 9/9/2024 with the correction of 7.f. to say (the Kwik Trip Grant was obtained) was called by Spice with a Sowle follow-up. (5 Ayes)**

5. Public Input: Schoel has literature on a commercial self-watering system for our flowering plants on Main St. It allows the plants to rest 5 days between waterings offering limited labor time. We could get 55 of them for \$9,000 with a warranty. The issue will have to be presented to Park and Rec.

6. Correspondence: None.

7. Discussion/Recommendation/Updates on the Following:

a. **Main Street Veteran Banners**- New printing is in process. The VA requests a expanding the # of banners throughout Main St. This would require bracket extensions: cost? Potential will be sought via Superintendent Wusterbarth.

b. **Memorial Day Veterans Parade 2025**- Mayor Martin and John Nowak will work out the continuing issue.

c. **"Oconto Tourism"** - Ideas for Facebook & Instagram pages- Delete this issue.

d. **Grants and Grant Writer and Discussion on Kinds of Grants**- Bypass.

e. **Visitor's Center**- Karban clarified that we have received the Kwik Trip Grant. The Committee agreed that solar lighting via Porath's Building class @ O.H.S. would be of choice. It was concluded that the concrete would be set this fall: \$600 - \$1000. Construction will be in the spring. Questions remain as to who will pay the bill & keep it up? The Park and Rec. Committee needs to be informed. The Visitor's Center awaits Joe Last's Building Permit which Karban will address. Verbal "thank you"s were given to Hearley, Karban, and Boucher for this facility.

f. **Binder for City Events Contact Coordinator/Tourism Reporter**- Delete.

g. **Photo of City Events Contest**- Hearley thought we did not allow enough time prior to the events to receive photos: we can go forward with it in 2025.

h. **Main Street Fall Decorating** had been completed for Harvest Fest by Wendy Spice and her team. Sowle donated the pumpkins. She stated that the donated field corn stalks were difficult to work with and unfortunately taken from a wet field, molding. The stalks will be removed: she is seeking to replace them with more light pole garland decor (\$100 ?). Next year we will seek (pay for?) sweet corn stocks. Noted too, there were 3 juvenile girls destroying pumpkins... caught... did community service setting-up Harvest Fest.

i. **Printed Calendar of Oconto Events**- Adams has been working with Bay Impressions to create the best City calendar: 3 styles were presented with cost factors: the Committee deliberated over layout, use, style, and cost: Karban suggested we use a direct mail to businesses and citizens. Perhaps our businesses could help sponsor this with on-calendar P.R. Total cost with preparation, design, print and mailing will be \$2,451.31. **Sowle made a motion to print a 2-sided calendar of Oconto events & send them to businesses and residents for \$2,451.31 with the stipulation that we accept sponsorship @ \$500 for the calendar. Hayes called second. (Voice roll call- Hearley, Hayes, Sowle, Spice, Seidl -all yes) (M/C)**

j. **City of Oconto Tourism Design Apparel**- This is a quest: Karban.

k. **Pickle Drop**- Hayes met with Josh Bostedt of the City, and Adam Timm and the H. S. Art Dept. All are fine with the idea. Dusk was suggested. What do we include **within** the pickle: gift certificates and Oconto wristbands suggested: there is money yet in the budget. Are we having a Christmas Parade?

l. **Tourism River Floaters Sign**- Hearley has a design and cost in process: a 4'x 8' sign would be printed on steel.

m. **List of Expenses Anticipated Yearly and Expenditure Guidelines**- There remains issues with expenses that have not as yet caught up with our paperwork: Donlevy noted a \$950 removal for Harbor and Campground, Sowle a \$4000 (kiosk motion), and \$1000 less on Harvest Fest issue, Waterfest clarification including over budget cost, Donlevy & Sowle noted expenses from banners in 2023 are missing.... Ahead Expenses should read \$2,451.31 for the City Calendar. Will Waterfest run in 2025 with corporate financing?

n. **Other Tourism Activities**- *Stenstrup* explained why Tourism \$ has been limited by the Council. She told us that Joe Last/Building Inspector is making a list of those responsible for the non-registered rental tax: Hearley noted that there are 40 - 60 of these: this tax was established **for 2024**. The Council should distribute letters for those violating the tax: is TEDCOR to do something? Who is in charge?

8. Next Regular Meeting Date: Monday, November 4 @ 4 p.m.

9. Next Meeting Agenda Items: Delete items 7. c, d, and f; clarification on expenses (m.) including the veterans banner expense from 2023

10. Seidl summoned adjournment @ 6:24 p.m. Sowle witnessed the second. (M/C)

Minutes submitted by Susan K. Seidl