

**MINUTES OF THE TOURISM COMMITTEE**  
City Hall Council Chambers, 1210 Main St, Oconto, WI 54153  
**MONDAY, DECEMBER 9, 2024 - 4:00 PM**

**UNAPPROVED**

**Meeting called to order at 4:00 pm by Chair Riley Sowle**

**Roll Call –**

Present: Lynn Hearley, Riley Sowle, Wendy Spice, Jack Karban (alternate)  
Also Present: Mayor Cliff Martin, Alderperson Lori Stenstrup, Alderperson Bob LeBreck, Alderperson Dee Donlevy, and other interested parties  
Excused: Ron Hayes, Ashley Geller (advisory), Susan Seidl (alternate)

**Approval of Agenda – MOTION: Hearley / Spice** *Motion to approve the agenda as presented for the Tourism Committee meeting on December 9, 2024.* **Voice Vote: 4 ayes M/C**

**Approval of Minutes – MOTION: Sowle / Spice** *Motion to approve the minutes as presented from the Tourism Committee meeting on November 4, 2024.* **Voice Vote: 4 ayes M/C**

**Public Input –**

- Alderperson Dee Donlevy thanked the Tourism Committee and asked Mayor Martin if he had appointed the members of the Tourism Commission. Mayor Martin responded that he is waiting to hear back from one more person and all the appointments will be on the next Council agenda.

**Correspondence –**

- a. Ordinance for the Termination of Tourism Committee Effective January 1, 2025 will be voted on by Council at the December 17, 2024 meeting: The Committee had no comments. They expected it and are pleased with the change.

**Discussion/Recommendation on –**

- a. Approval of purchasing a “Communities” section in the 2025 Discovery Guide in the amount of \$1,270: Spice brought examples of a 2-page (2023 guide) vs 1-page (2024 guide) advertisement. Sowle recalled dialing down to 1-page due to the decrease in budget in 2024. Mayor Martin asked if the Committee liked the design or if they would have changes to suggest. Hearley stated that TEDCOR would decide on the design. Mayor Martin asked the Committee if they wanted him to send them an email with the design proof.  
**MOTION: Spice / Hearley** *Motion to approve the Communities section in the 2025 Discovery Guide and to increase the City of Oconto ad to 2 pages for 2025 for an anticipated expense of up to \$2,540.* **Voice Recorded Roll Call Vote: 4 ayes M/C**
- b. Main Street Veteran Banners: Mayor Martin put out a letter informing those who purchased banners that they could either leave it with the City for another year to be hung back up, or if they wanted to eliminate weather damage, they could have them returned to them this year. Four individuals asked for their banners back this year. The rest will be hung again next year. Superintendent of Public Works Wusterbarth is looking into the possibility and cost of hanging more brackets to allow us to hang more banners, one on the street side and one on the sidewalk side. Alderperson LeBreck asked where the banners are stored and if it would be the same cost to acquire a second banner (one to keep and one to hang). Mayor Martin stated the banners are stored at the street shop. Sowle thought it was a good idea to advertise individuals to purchase a second banner. Mayor Martin will ask Tina Bruckner if the cost will be different for re-orders. Sowle reminded everyone that the banner costs \$87 to produce, we charge individuals \$100, the \$13

difference can be used to help sponsor a banner if an individual wants to honor their loved one but cannot afford the \$100 fee. Based on the number of banners sold so far, we can do three sponsorships.

- c. Memorial Day Veterans Parade 2025: Mayor Martin is working with John and Carl on the parade. They are thinking about moving the date to allow Veterans to attend ours as well as neighboring community parades.
- d. Visitor's Center: Karban stated that it is on the agenda for this month's COW meeting. He will need someone to attend, as he is unable to make it. The Park & Recreation Committee approved it. The Chamber of Commerce has agreed to maintain the visitor's center long term. The high school will be putting batteries in the storage area. The placement will be on the left-hand side of the walkway. There is no design yet. Karban will go out there with Superintendent of Public Works Wusterbarth or Parks and Recreation Director Bostedt to make final plans. Sowle asked if the plan was still 14-foot diameter. Karban stated they need to rush to complete the project.
- e. Main Street Fall Decorating: Spice informed the Committee that the total cost was \$101.19. She thanked Sowle for donating all the pumpkins, and the Robert VanHulle family for donating the corn stalks. Next year, Spice will ask the Commission for money to buy cornstalks and pumpkins. Everything went well and was taken down in a timely manner by the Street Department. Sowle stated as long as mother nature allows and his pumpkins grow well next year, he would be willing to donate again.
- f. Printed Calendar of Oconto Events: Karban asked if we received something from the Chamber of Commerce for the calendar. Hearley talked to Laurel at Bay Impressions, and she stated she has something designed, she just needs the "go ahead". Sowle stated that the funds are approved for it. Hearley will follow up with Laurel and Sammy.
- g. Pickle Drop: bypassed.
- h. Tourism River Floaters Sign: Hearley spoke with Paul. He was not able to get her a written quote but did email her one of \$1,050, which would be for material, artwork, and printing one side of the 4x8 double aluminum sign. Sowle stated that he was informed by Wusterbarth that the County would need to be involved and approve the signs as well.
- i. List of Expenses Anticipated Yearly and Expenditure Guidelines: The Committee discussed future expenses and the Tourism Commission.
- j. Other Tourism Activities: none.

**Next Meeting Date/Agenda Items** – January 13<sup>th</sup>, 2025, at 4:00 pm if the Committee is not terminated. Drop 7e and 7g from the agenda.

**Adjournment – MOTION: Spice / Hearley** *Motion to adjourn at 5:21 pm.* **Voice Vote: 4 ayes M/C**

Minutes submitted by City Administrator Brittney M. Burrue