

MINUTES OF THE TOURISM COMMISSION
City Hall Council Chambers, 1210 Main St, Oconto, WI 54153
MONDAY, APRIL 7, 2025 - 5:00 PM

Meeting called to order at 5:00 pm by Mayor Cliff Martin

Roll Call –

Present: Christina Exworthy, Mayor Cliff Martin, Kim Reifsteck (@5:01pm), Alderperson Lori Stenstrup, Sammy Routheau (Chamber Advisory), and Kelly Schwartz (TEDCOR Advisory)

Also Present: Steve Peterson (Tunes on Tuesday), Administrator Brittney Burrueel also as recording secretary, and other interested parties

Excused: Michelle VanCampenhout

Approval of Agenda – MOTION: Stenstrup / Martin *Motion to approve the agenda as presented for the meeting of the Tourism Commission on April 7, 2025.* **Voice Vote: 4 ayes M/C**

Approval of Minutes – MOTION: Martin / Stenstrup *Motion to approve the minutes as presented for the meeting of the Tourism Commission on March 3, 2025.* **Voice Vote: 4 ayes M/C**

Public Input –

- Jack Karban, 361 Van Dyke St, asked about fishing tournaments in the City of Oconto.

Correspondence – none

Discussion/Recommendation on –

- a. Information from other Municipalities (Kim Reifsteck): Reifsteck handed out an ordinance letter and form. She spoke to Lynn at Shawano regarding how they keep track of who is paying and who is not. Shawano sends out a letter and form to the individuals. If they do not receive a payment or response, they send two reminder letters, and then refer it to the City Attorney to issue a fine if no response after that.
- b. Copperfest 2025 Donation: The Commission discussed creating a form to request donations from them to ensure they are only spending money in accordance with the State Statute and fits their goals and purpose.

MOTION: Martin / Reifsteck

Motion to approve donation to Copperfest 2025 in the amount of \$1,000.

Voice Vote: 4 ayes M/C

- c. Tunes on Tuesday 2025 Donation: Steve Peterson was present and answered questions from the Commission. The Commission had concerns that the event, although important and wanted, did not meet the State Statute requirements for the room tax funds. The Commission decided to request the use of Tourism Committee funds as a carryover request to donate to the 2025 Tunes on Tuesday.
- d. Fireworks 2025: The Commission discussed if they would be an allowable use of the funds. Other municipalities have used funds for fireworks. The high cost compared to the new and growing room tax fund balance was a concern. The Commission decided to not fund fireworks for 2025.
- e. Harvest Fest 2025 Donation \$1,500: Routheau highlighted facts from the event and answered Commission questions.

MOTION: Reifsteck / Martin

Motion to approve donation to Harvest Fest 2025 in the amount of \$1,500.

Voice Vote: 4 ayes M/C

- f. Invoice to Chamber for Marketing Events \$1,500: Routheau explained this was for a fund that is set up at Bay Impressions for small and large local events to print marketing posters and fliers. The Commission again questioned if this would be an allowable use of the funds. Routheau stated she

will design a survey for Short Term Rentals on what events are putting heads in their beds. Burrue will share the STR list she has with Routheau.

- g. Invoice from TEDCOR in the amount of \$2,000 for 2025 Joint Marketing: Schwartz explained this is for economic development and does not qualify as a use of the funds.
- h. Promoting Oconto Tourism Through Trade Expos: Schwartz explained that TEDCOR is attending.
- i. Decision Making Matrix – Approval of Project(s): Reifsteck will work on submitting hers. She is the only one the Commission is waiting on and then discussion and decisions will be made at the next meeting.
- j. List of Actual & Anticipated Annual Revenue & Expenses: Current balance is \$16,830.16.
- k. Other Tourism Discussion: The AA group would like to volunteer at events that do not contain alcohol. Routheau stated she will compile a list of qualifying events that could use help.

Next Meeting Date – Wednesday, May 7th, 2025 @ 5:00 pm

Next Meeting Agenda Items – *Establish a Budget

Adjournment – MOTION: Reifsteck / Martin *Motion to adjourn at 6:19 pm.* **Voice Vote: 4 ayes M/C**

Minutes submitted by City Administrator Brittney M. Burrue