

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

Meeting called to order at 5:00 pm by Chairperson Michelle VanCampenhout

Roll Call –

Present: Christina Exworthy, Mayor Cliff Martin, Kim Reifsteck, Alderperson Lori Stenstrup, Michelle VanCampenhout, Sammy Routheau (Chamber Advisory), and Kelly Schwartz via phone (TEDCOR Advisory)

Also Present: Alderperson Dee Donlevy, Alderperson Bob LeBreck (@5:25pm) Alderperson Dan Zoeller, Administrator Brittney Burruel also as recording secretary, and other interested parties

Approval of Agenda – MOTION: Martin / Stenstrup *Motion to approve the agenda as presented for the meeting of the Tourism Commission on May 7, 2025.* **Voice Vote: 5 ayes M/C**

Approval of Minutes – MOTION: Stenstrup / Reifsteck *Motion to approve the minutes as presented for the meeting of the Tourism Commission on April 7, 2025.* **Voice Vote: 5 ayes M/C**

Public Input/Correspondence – none

Discussion/Recommendation on –

- a. Agreement with TEDCOR: Jayme Sellen, Executive Director of TEDCOR presented the draft agreement and answered questions. TEDCOR will email quotes/estimates and a budget. The City Attorney will review the draft. The Commission will review the draft and make a motion to approve or deny at their next meeting. Sellen did clarify that no checks have been issued yet, TEDCOR's auditors are looking to see a signed agreement before money is moved.
- b. Promoting Oconto Tourism Through Trade Expos: **BYPASSED**. This item is completed and can be removed from the agenda.
- c. Decision Making Matrix – Approval of Project(s): The Commission went over the top-rated project ideas:
 1. Social Media Strategy – **HOLD** until we receive the quotes from TEDCOR
 2. Refresh Website – we have a quote from Packerland, **HOLD** until we receive the quotes from TEDCOR
 3. Social Media Presence – **HOLD** until we receive the quotes from TEDCOR
 4. Promote Kayak, Conoe, & Tube Rentals at Holtwood Campground – **HOLD** until we receive the quotes from TEDCOR
 5. Press Release & Pictures – Sammy stated the Chamber already does this; we can take it off our list.
 6. Signage for Walking & Biking Trails – VanCampenhout will talk with Superintendent of Public Works Jeremy Wusterbarth about current trails, current signs, and what is needed to improve them.
 7. Wine Walk – Mayor will gather information from Ripon on their wine walk procedures. City Administrator Burruel will gather information on licensing requirements.
 8. Enhance Existing Events (big & small) with Marketing Opportunities – Sammy explained we should be there for existing events to help them with any marketing needs they may have. She would like to see us reach out to the volunteers at those events to make connections and contacts.
 9. Work with DNR & Ducks Unlimited to Enhance the Marsh Walking Path – More signage and a map. Some new signs were recently posted. Sammy stated that Tina Bruckner was helping design a map of the marsh. Sammy also stated the DNR and Ducks Unlimited did do a grant

for the gravel on one side of the marsh, however the gravel is not done on the other side.
Maybe in the future there will be more grant dollars available. HOLD

- d. List of Actual & Anticipated Annual Revenue & Expenses: The Commission reviewed the report.
- e. Other Tourism Discussion: none.

Next Meeting Date – Thursday, June 12, 2025 @ 5:00 pm

Next Meeting Agenda Items – *Proposal from TEDCOR (Kelly) *Information on Liquor Licensing Requirements for Wine Walk (Brittney) *Information on Wine Walk (Mayor Martin) *Information from Jeremy and AllTrails on Walking and Biking Trails (Michelle)

Adjournment – MOTION: Stenstrup / Exworthy *Motion to adjourn at 5:52 pm.* **Voice Vote:** 5 ayes **M/C**

Minutes submitted by City Administrator Brittney M. Burrue