

MINUTES OF THE TOURISM COMMISSION
City Hall Council Chambers, 1210 Main St, Oconto, WI 54153
THURSDAY, JUNE 12, 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 (via phone call), Michelle VanCampenhout, Sammy Routreau (Chamber Advisory), and Kelly Schwartz via phone (TEDCOR Advisory)

Also Present: Alderperson Dee Donlevy, Attorney Frank Calvert, Administrator Brittney Burrueel also as recording secretary (left @ 5:45 pm), and other interested parties

Approval of Agenda – MOTION: Martin / Reifsteck *Motion to approve the agenda as presented for the meeting of the Tourism Commission on June 12, 2025.* **Voice Vote:** 5 ayes **M/C**

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

Public Input –

- Elora Blum, Oconto County Public Health, introduced herself and explained some programs she is involved with. There may be opportunities to partner and share resources.

Correspondence – none

Discussion/Recommendation on –

- a. Agreement with TEDCOR: Attorney Calvert is working on red lining the draft agreements that were received. He will have them ready for the next meeting.
- b. Agreement with Chamber of Commerce: Attorney Calvert is working on red lining the draft agreements that were received. He will have them ready for the next meeting.
- c. Decision Making Matrix – Approval of Project(s): The Commission went over the top-rated project ideas:
 1. Social Media Strategy – & Website. Starting with Facebook and Instagram. Sammy was given the login info to the old Tourism Committee social media pages. She will share potential social media names to help the Commission decide on the new name. Sammy and Michelle will have access and post on the social media pages.
 2. Promote Kayak, Canoe, & Tube Rentals at Holtwood Campground – will be promoted on social media pages. Sammy would like to see a page on the City website with rentals, float routes, safety tips, and rental hours and pricing. On-site signage at Holtwood will also be helpful.
 3. Signage for Walking & Biking Trails – VanCampenhout talked with Carol Mertens, she said the DNR said we can put signs on the green poles that are out there.
 4. Wine Walk – Mayor Martin spoke with Ripon, who is getting us more info, they stated it works best when it is done in conjunction with another event. Burrueel handed out information on the alcohol beverage licensing requirements.
 5. Enhance Existing Events (big & small) with Marketing Opportunities – HOLD
 6. Work with DNR & Ducks Unlimited to Enhance the Marsh Walking Path – HOLD
- d. List of Actual & Anticipated Annual Revenue & Expenses: The Commission reviewed the report. The Commission discussed creating a budget to plan for future expenses, such as fishing tournaments.
- e. Other Tourism Discussion: There was discussion about Copperfest location and the many reasons why it is no longer on Main Street. Sammy suggested maybe creating a new event that is on Main Street. Attorney Calvert mentioned a billboard available for rent.

Next Meeting Date – Thursday, July 10, 2025 @ 5:00 pm (Kelly will be joining via phone)

Next Meeting Agenda Items – *Website (Sammy will send quote from Bill/Packerland Websites)

*Available 2025 Funding for Fishing Tournaments (Kelly) *Office of Outdoor Recreation Economic Study (Kelly) *Billboard Sign (Michelle) *Chamber Sign (Sammy)

Adjournment – MOTION: Mayor / Exworthy *Motion to adjourn at 5:54 pm.* **Voice Vote:** 5 ayes **M/C**

Minutes submitted by City Administrator Brittney M. Burruel