

## MINUTES OF THE TOURISM COMMISSION

City Hall Conference Room, 1210 Main St, Oconto, WI 54153

THURSDAY, JULY 10<sup>th</sup>, 2025 - 5:00 P.M.

**Meeting called to order at 5:01 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 (TEDCORE Advisory)

Also present: Alderperson Dee Donlevy, Accounts Payable Clerk Nicole Sauve as recording secretary, and other interested parties.

**Approval of Agenda - Motion: Reifsteck / Stenstrup** *Motion to approve the agenda as presented for the meeting of the Tourism Commission on July 10<sup>th</sup>, 2025.* **Voice Vote: 4 ayes M/C**

**Approval of Minutes - Motion: Reifsteck / Martin** *Motion to approve the minutes as presented for the Tourism Commission meeting on June 12<sup>th</sup>, 2025.* **Voice Vote: 4 ayes M/C**

### Public Input-

- Michelle Good, business owner of The Good Place and Vice President of the Chamber, introduced herself and explained her opinion on why the Tourism Commission should work with Chamber.

**Correspondence-** none

### Discussion/Recommendation on-

- a. Agreement with TEDCOR: HOLD
- b. Agreement with Chamber of Commerce: HOLD
- c. Decision Making Matrix – Projects:
  - i. Social Media Strategy/Social Media Presence-HOLD
  - ii. Website (Sammy – quotes from Packerland)-HOLD
  - iii. Promote Kayak, Canoe, & Tube Rentals at Holtwood Campground- HOLD
  - iv. Signage for Walking & Biking Trails- VanCampenhout will work with Jeremy Wusterbarth on where to post the signage.
  - v. Wine Walk- possibly as a 4<sup>th</sup> of July Celebration or around the Holidays, “Small Business Saturday” event, or possibly tie event into Winter Wonder Land. Routheau will work with the Chamber more on this.
  - vi. Fishing Tournaments- Discussed that planning for fishing tournaments needs to start being looked at. Routheau stated NWC or NWT will come in August of 2027 for a \$10,000 fee and late Aug for NWC for 2026. Routheau will be getting the contracts and sending them for the next meeting.
  - vii. Billboard Sign- the commission discussed the different prices for billboards. “Small Town, Big Adventure” is the slogan and showcasing specific events or businesses.
  - viii. Chamber Sign- Barn Badges 8X16 / 4x8 size panels about \$2,400, Boyle Design all include survey, design, & install and onetime fee of \$150. Routheau getting visuals from Boyle Design to show examples for commission.
  - ix. Bellin Kids Triathlon-Discussed partnering for the Kids Triathlon and sponsor/donation. Mayor Martin brought up that he talked to them about an adult triathlon and Bellin is interested but looking at next year for a time frame. Schwartz talked about a race happening at the Machickanee this October. Mayor

Martin is going to talk to Bellin about working together in 2026 for events and report back.

- d. Office of Outdoor Recreation Economic Study- The study has been officially launched. The link is available and the survey takes about 5 minutes. The link can be found on TEDCOR's facebook page or the county website.
- e. List of Actual & Anticipated Annual Revenue & Expenses- HOLD
- f. Other Tourism Ideas & Discussion-Routheau shared that she was contacted to see if the commission would like to advertise with them and also a fisherman that does travel journalism, he reached out wondering if we wanted to work out a stay with him and he would in return write an article about his experience fishing and staying in Oconto.

**Next Meeting Date/Time-** August 7<sup>th</sup>, 2025 at 5:00pm.

**Agenda Items-** \*Vote on NWC Fishing Tournament in August of 2026, \*Vote on utilizing Jones Sign,

**Adjournment-MOTION: Stenstrup / Exworthy Motion to adjourn at 5:47 p.m. Voice Vote: 4 ayes – MOTION CARRIED**

Minutes submitted by Accounts Payable Clerk Nicole Sauve