

**MINUTES OF THE TOURISM COMMISSION**  
City Hall Council Chambers, 1210 Main St, Oconto, WI 54153  
**THURSDAY, AUGUST 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, Lori Stenstrup, Michelle VanCampenhout, Sammy Routheau (Chamber Advisory), and Kelly Schwartz via phone (TEDCOR Advisory)

Also Present: Attorney Frank Calvert, Jayme Sellen (TEDCOR Executive Director), Alderperson Dee Donlevy, Administrator Brittney Burruel also as recording secretary, 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 August 7, 2025.* **Voice Vote:** 5 ayes **M/C**

**Approval of Minutes – MOTION: Stenstrup / Exworthy** *Motion to approve the minutes as presented for the meeting of the Tourism Commission on July 10, 2025.* **Voice Vote:** 5 ayes **M/C**

**Public Input –** none

**Correspondence –**

- a. Ed Bieber – Ed the Diver: He was unable to attend the meeting as planned but asks to be on the next month's agenda.

**Discussion/Recommendation on –**

- a. Agreement with TEDCOR: There was discussion on the contract. TEDCOR would like to see the verbiage "Project by project basis" changed. They feel it is too vague and does not clearly detail what is expected from TEDCOR. The Commission wants to have flexibility in who they work with in each individual project to ensure we are making the best use out of the Room Tax Dollars. TEDCOR is in agreement with this goal. All agreed to change the language by removing "project by project basis" and including "month by month basis". There was a question if language should be added to indicate TEDCOR is responsible for cutting the checks for the projects and set the timeframe for those checks to be cut. TEDCOR responded they cut checks every two weeks but could be flexible if desired. The Commission agreed to add verbiage stating checks will be cut by TEDCOR within a two-week period.

**MOTION: VanCampenhout / Stenstrup**

*Motion to approve the agreement with TEDCOR as amended.*

**Voice Vote:** 5 ayes **M/C**

- b. Agreement with Chamber of Commerce: Routheau noted a typo on the bottom of the first page. There were no other concerns presented regarding the agreement with the Chamber of Commerce.

**MOTION: VanCampenhout / Exworthy**

*Motion to approve the agreement with the Chamber of Commerce as amended.*

**Voice Vote:** 5 ayes **M/C**

- c. Decision Making Matrix – Approval of Project(s):
  - i. Social Media Strategy/Social Media Presence – discussed with agenda item c.ii.
  - ii. Website – the Commission discussed the quote from Packerland. TEDCOR does not believe the Room Tax Dollars should be spent on the City's website since it is not solely focused on Tourism. They would be willing to clean up the website at no additional cost. TEDCOR already has a webpage, [visitocontocounty.org](http://visitocontocounty.org), that has all County tourism information. They are working on creating individual Community profiles and can bring a draft for the City of Oconto's to the next meeting. This page can also be linked on the City's website.
  - iii. Promote Kayak, Canoe, & Tube Rentals at Holtwood Campground – will be added to the City of

Oconto Community page on [visitocontocounty.org](http://visitocontocounty.org).

- iv. Signage for Walking & Biking Trails – VanCampenhout has contacted All Trails to add the 4.5-mile loop, as of today it is not yet updated, but she will continue to monitor this. TEDCOR is working on a County-wide trail map. They will be adding it to a satellite guided trail app called Avenza.
- v. Wine Walk – The Commission discussed at their previous meeting doing a Wine Walk through the Chamber on July 4, 2026. Boucher will discuss it with the Chamber members. We would need business participation and commitment to the event.
- vi. Available 2025 Funding for Fishing Tournaments – Sellen updated the Commission: AIM is coming August 22<sup>nd</sup> & 23<sup>rd</sup>, 2025. The \$5,000 sponsorship is secured through County funds for 2025, 2026, and possibly 2027 AIM tournaments. Master Walleye will be coming to Oconto in 2026 if the Mississippi River floods. If it does not flood, they will be going to Lacrosse. If they do not come in 2026, they will be coming in 2027. We have the estimated \$15,000 sponsorship funding secured for the Master Walleye tournament in either 2026 or 2027. After this, the County has indicated they will not be providing any more funds for fishing tournaments. The Tourism Commission will need to start budgeting for the future fishing tournaments.
- vii. Billboard Sign – Jones estimated around \$1,000 per month for a billboard. The Commission agreed that a total annual cost of \$12,000 is not the best use of the Room Tax dollars.
- viii. Chamber Sign – Routheau relayed that another business has claimed the sign and it is no longer available to the Commission.
- ix. Bellin Kids Triathlon – Mayor reported that the 2025 triathlon went really well. Bellin will look into also doing an adult duathlon next year in partnership with the Commission.
- d. Office of Outdoor Recreation Economic Study: Kelly reported the study has launched. She asked members to help spread the word about the study. It is located on TEDCOR's socials, pinned at the top, and also available on the bottom of the Visit Oconto County website titled "Economic Impact Study". The deadline is in September; it can be kept open longer if data is still rolling in.
- e. Fishing Tournaments in 2026 and 2027: Routheau spoke with Master Walleye. They will be having the MWC tournament in 2026 and MWT tournament in 2027 in the City of Oconto. The cost is estimated \$15,000 each.
- f. Utilizing Jones Sign: discussed in agenda item 7.c.vii.
- g. List of Actual & Anticipated Annual Revenue & Expenses: Total revenue collected is \$46,266.38.
- h. Other Tourism Discussion: Routheau will create a breakdown of costs for the next meeting from The Fisherman travel journalism to come next Spring or Fall to Oconto. Schwartz mentioned a few outdoor/fishing influencers have also reached out and expressed interest in coming to Oconto. She will bring their proposals to the next meeting as well. Stenstrup will contact Matt Ramage, an influencer who lives in the City of Oconto for possible collaborations or opportunities. The Commission discussed the 2026 Discovery Guide. They viewed last year's pages. Routheau will reach out to Tina Bruckner to create a design at no cost and bring it to the Commission at their next meeting.

**MOTION: Reifsteck / Martin**

*Motion to approve the purchase of two full pages in the 2026 Discovery Guide.*

**Voice Vote: 5 ayes M/C**

**Next Meeting Date** – Wednesday, August 27, 2025 @ 5:00 pm (Budget and Workplan)

Wednesday, September 10, 2025 @ 5:00 pm (Regular Monthly Meeting)

**Next Meeting Agenda Items** – \*Social Media (City of Oconto Community Page Draft) \*Signage for Walking & Biking Trails \*Wine Walk \*Bellin Adult Duathlon \*Influencers \*Grant Application and Guidelines

**Adjournment** – **MOTION: Mayor / Stenstrup** *Motion to adjourn at 6:22 pm.* **Voice Vote: 5 ayes M/C**

Minutes submitted by City Administrator Brittney M. Burrue