

MINUTES OF THE TOURISM COMMISSION
City Hall Council Chambers, 1210 Main St, Oconto, WI 54153
WEDNESDAY, SEPTEMBER 10, 2025 - 5:00 PM

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

Roll Call –

Present: Mayor Martin, Christina Exworthy, Kim Reifsteck, Lori Stenstrup, Michelle VanCampenhout, and Kelly Schwartz (TEDCOR Advisory)

Approval of Agenda – MOTION: Martin / Reifsteck *Motion to approve the agenda as presented for the meeting of the Tourism Commission on September 10, 2025.* **Voice Vote: 5 ayes M/C**

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

Public Input – none

Correspondence –

- a. Mayor Marting shared correspondence with Ed the Diver, who will present at the next meeting.

Discussion/Recommendation on –

- a. Discussion and Possible Action City of Oconto Page Draft: Schwartz presented a printout and virtual view of the Oconto Tourism Page for review. Sought participation for the Top 5 Must Do's in Oconto. Will review options at next meeting. Schwartz shared the listings for Oconto lodging properties are published once approval is granted from lodging operator/owner. The city page and listings are living pages, so updates, edits and additions will continuously occur based on feedback from owners, managers, city officials, etc.
- b. Discussion and Possible Action for Tourism Commission Grant Process: Commission members reviewed the updated documents. Once approved the documents will be live on TEDCOR's Room Tax site, the url is <https://tedcor.org/room-tax/>

MOTION: Stenstrup / Exworthy

Motion to approve the Tourism Grant Resource Documents: the Tourism Grant Guidelines and Grant Application for City of Oconto Tourism Grant Program with date adjustment and contact information addition.

Voice Vote: 5 ayes M/C

- c. Discussion and Possible Action for Influencer Partnerships: Schwartz presented a variety of media and influencer proposals. Commission requested the month to review and vote at next meeting.

Next Meeting Date – Tuesday, September 30, 2025 @ 5:00 pm

Next Meeting Agenda Items – *Ed the Diver *Influencers

Adjournment – MOTION: Stenstrup / Reifsteck *Motion to adjourn at 6:10 pm.* **Voice Vote: 5 ayes M/C**

Minutes submitted by TEDCOR.