

Notice of Meeting for the

TOURISM COMMISSION

to be held on

WEDNESDAY, January 14, 2026 @ 5:00 P.M.

City Hall Council Chambers, 1210 Main Street, Oconto, WI 54153

AGENDA

This is an open meeting and notice was given to the public at least twenty-four hours prior to the meeting and by forwarding the complete agenda to the Oconto County Reporter and to all news media who have requested the same as well as by posting. Copies of the complete agenda were available for inspection at the office of the City Administrator.

Tourism Committee Goals for 2025:

- Enhance visitor experience and satisfaction
- Boost local economy through increased spending by tourists, measured by lodging stays

1. Meeting Called to Order
2. Roll Call
3. Approval of Agenda
4. Approval of Minutes from 12/11/2025
5. Public Input
6. Correspondence
7. Grant Applications for Tourism Grant Program
8. Review and/or Adjust Tourism Goals for 2026
9. Discussion and Possible Action for Contributor Supplies
10. Discussion and Possible Action for Future Events
11. Other Tourism Items
12. Next Regular Meeting Date
13. Next Meeting Agenda Items
14. Adjournment

If you are an individual with a disability and need a special accommodation while attending the above meeting as required by the Americans With Disability Act, please notify the City Administrator's Office at 920-834-7711 at least 24 hours prior to the meeting in order to make suitable arrangements. Thank You.

IF YOU AS A MEMBER OF THE COMMISSION CAN NOT ATTEND THE ABOVE STATED MEETING, PLEASE CONTACT THE CITY ADMINISTRATOR'S OFFICE AT 920-834-7711.

Christina Exworthy Mayor Cliff Martin Kim Reifsteck (Vice) Lori Stenstrup Michelle VanCampenhout (Chair)
Samantha Routheau (Chamber Advisory) Kelly Schwartz (TEDCOR Advisory)

MINUTES OF THE TOURISM COMMISSION
City Hall Council Chambers, 1210 Main St, Oconto, WI 54153
THURSDAY, DECEMBER 11, 2025 - 5:00 PM

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

Roll Call –

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

Approval of Agenda – MOTION: Reifsteck / Exworthy *Motion to approve the agenda as presented for the meeting of the Tourism Commission on December 11, 2025. Voice Vote: 4 ayes M/C*

Approval of Minutes – MOTION: Reifsteck / Stenstrup *Motion to approve the minutes as presented for the meeting of the Tourism Commission on November 6, 2025. Voice Vote: 4 ayes M/C*

Public Input

Correspondence

Grant Applications for Tourism Grant Program – no new applications

Discussion and Possible Action for Revising Tourism Grant Program –

- a. MOTION: VanCampenhout / Reifsteck to revise the Tourism Grant Program Guidelines as presented. **Voice Vote: 4 ayes M/C**

Discussion and Possible Action for Contributor Supplies – MOTION: Stenstrup / VanCampenhout, to purchase a camera for student(s) up to \$675, to review checkout document & policy, and approve the draft at next meeting. **Voice Vote: 4 ayes M/C**

Discussion and Possible Action for 2025 Administrative Expenses–

- a. MOTION: Stenstrup / Reifsteck to accept and pay TEDCOR September through December administrative expenses as stated. **Voice Vote: 4 ayes M/C**

Discussion and Possible Action for 2026 Budget

- a. MOTION: Stenstrup / Exworthy to accept proposed budget as stated any additional dollars are to be added into savings. **Voice Vote: 4 ayes M/C**

Discussion and Possible Action for Future Events – the Commission discussed possibilities for future event opportunities to generate overnight stays.

Discussion and Possible Action for 2026 Meeting Calendar – the Commission will meet the 2nd Wednesday of the month throughout 2026, beginning January 14th at 5pm.

Next Meeting Date – Wednesday, January 14, 2026 @ 5:00 pm

Next Meeting Agenda Items – Follow up from Mayor, Contributor Supplies, Future events

Adjournment – MOTION: Stenstrup / Reifsteck *Motion to adjourn at 6:21 pm. Voice Vote: 4 ayes M/C*

Minutes submitted by TEDCOR.

4:30 PM

01/08/26

Accrual Basis

Oconto County Economic Development Corporation Inc.
Find Report
January 1, 2024 through January 7, 2026

Type	Date	Num	Name	Memo	Account	Clr	Amount	Balance
Jan 1, '24 - Jan 7, 26								
Deposit	06/11/24		City of Oconto	Q1 2024	660.01 · Room Tax - City of Oconto		2,174.07	2,174.07
Deposit	08/10/24		City of Oconto	Q2-2024	660.01 · Room Tax - City of Oconto		6,374.05	8,548.12
Deposit	12/02/24		City of Oconto	Q3-2024	660.01 · Room Tax - City of Oconto		5,119.09	13,667.21
Deposit	02/06/25		City of Oconto	Q4-2024	660.01 · Room Tax - City of Oconto		3,162.95	16,830.16
Deposit	04/30/25		City of Oconto	Q1-2025	660.01 · Room Tax - City of Oconto		4,824.02	21,654.18
Deposit	05/05/25		City of Oconto	Additional. Q1-2025	660.01 · Room Tax - City of Oconto		4,936.03	26,590.21
Check	08/18/25	111	City of Oconto	Reimbursement for payments to Harvestfe...	728.01 · Room Tax Exp - City of Oconto		-2,500.00	24,090.21
Deposit	09/03/25		City of Oconto	Q2 - 2025	660.01 · Room Tax - City of Oconto		19,731.69	43,821.90
Check	09/19/25	1003	TEDCOR	2026 Dis Guide 2 page ad	728.01 · Room Tax Exp - City of Oconto		-2,540.00	41,281.90
Deposit	12/03/25		City of Oconto	Q3-2025	660.01 · Room Tax - City of Oconto		23,116.54	64,398.44
Check	12/04/25	1009	TEDCOR	Invoice #2025.102 Reimbursement for Met...	728.01 · Room Tax Exp - City of Oconto		-300.00	64,098.44
Check	12/26/25	1010	TEDCOR	City of Oconto monthly admin - Sept-Dec	728.01 · Room Tax Exp - City of Oconto		-400.00	63,698.44
Check	12/26/25	1012	WBAY	Invoice#4152744-1 November air dates	728.01 · Room Tax Exp - City of Oconto		-765.00	62,933.44
Jan 1, '24 - Jan 7, 26							62,933.44	62,933.44

City of Oconto, WI: Tourism Marketing Work Plan - 2025

Executive Summary

The City of Oconto aims to boost tourism by leveraging its unique attractions, historical sites, natural beauty, and community events. This work plan outlines strategies to increase awareness, attract visitors, and enhance their experience.

Objectives:

1. Increase tourist visits by 20% within one year, measured by lodging stays.
2. Enhance visitor experience and satisfaction.
3. Boost local economy through increased spending by tourists.
4. Promote sustainable tourism practices.

Target Audience

- Families and outdoor enthusiasts from neighboring states
- History buffs and cultural tourists
- Motor sports enthusiasts
- Boating and fishing enthusiasts & their trailing spouses
- Event and festival goers