

Notice of Meeting for the
TOURISM COMMISSION

to be held on

WEDNESDAY, March 11, 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 1/14/2026
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 Process
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

WEDNESDAY, January 15, 2026 - 5:00 PM

Meeting called to order at 5:00 pm by Vice-Chairperson Kim Reifsteck

Roll Call –

Present: Kim Reifsteck, Mayor Cliff Martin, Christina Exworthy, Samantha Routheau (Chamber Advisory) 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 January 15, 2026. Voice Vote: 3 ayes M/C*

Approval of Minutes – MOTION: Reifsteck / Stenstrup *Motion to approve the minutes as presented for the meeting of the Tourism Commission on December 11, 2025. Voice Vote: 3 ayes M/C*

Public Input

Correspondence

Grant Applications for Tourism Grant Program – no new applications

Review and/or Adjust Tourism Goals for 2026 – Kelly to send electronic goals to Commission members.

Discussion and Possible Action for Contributor Supplies – to review contract and checkout policy at February meeting.

Discussion and Possible Action for Future Events – potential add ons to Emplify Race are Wine Walk, a Fourth of July event was mentioned.

Other Tourism Items – Kelly shared the Wisconsin Governor’s Conference on Tourism is in March and she will be attending. The 2025 Office of Outdoor Recreation Economic Impact reports were released today, Kelly to send link to Commission members.

Next Meeting Date – Wednesday, February 11, 2026 @ 5:00 pm

Next Meeting Agenda Items –

Adjournment – MOTION: Martin / Exworthy *Motion to adjourn at 5:23 pm. Voice Vote: 3 ayes M/C*

Minutes submitted by TEDCOR.

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

Working idea lists below from 2025 brainstorm:

Overall

- **Signage & Wayfinding**
- **Welcome signs** – Partnership with the Chamber and City to improve signage on Highway 41 (currently a \$150/year lease).
- **Harbor Directional Signage** – Replace the sign at the Corner of Y that directs visitors to the Harbor.
- **Wayfinding Signage** – General signs to help tourists navigate the area easily.
- **Oconto Marsh Entrance** – Better signage and maps for the walking path entrance.

Tourism Events & Engagement

- **Fishing Tournament Spectator Engagement** – Develop activities (food trucks, live music, markets) to retain spectators during the "lull" between morning launches and afternoon weigh-ins.
- **Baseball Tourney Opportunities** – Provide shuttles to downtown shops and family events before or between games.
- **Host a 5K** – To be held in conjunction with scheduled events (e.g., Copperfest or Waterfest).
- **Host a Pickleball Tournament** – To be held in conjunction with other city events.

Digital, Marketing & Strategy

- **Monthly Upcoming Events Email** – Goal to launch in spring to keep visitors informed.
- **Tourism Social Media Strategy** – Create a cohesive strategy across the City of Oconto, Discover Oconto, and Chamber Facebook pages; determine oversight and content approval.
- **Press Releases & Pictures** – Consistent media outreach and photography.

Community & Recreation

- **Enhance Main Street** – Improvements to the "backbone" of the community for visitors and residents.
- **Oconto Marsh Walking Path** – Work with the DNR and Ducks Unlimited to finish the path.
- **All Trails App** – List local walking and bike trails on All Trails and other hiking apps/websites.
- **Historical Site Promotion** – Partner with the OCHS to promote local history.
- **Holtwood Rentals** – Promote kayak and tube rentals at Holtwood via social media.

TEDCOR Camera Equipment Checkout Policy & Agreement

Purpose

To provide contributors and partners with access to quality camera equipment for creating content that promotes Oconto tourism.

Eligibility

Camera equipment is available to:

- TEDCOR staff members
 - Board members
 - Approved tourism partners and contributors
 - Community members working on approved TEDCOR/Visit Oconto County projects
-

Checkout Process

Before Checkout:

1. Contact TEDCOR staff to reserve equipment and confirm availability
2. Complete the Camera Equipment Checkout Agreement (below)
3. Inspect equipment with staff and note existing condition
4. Confirm return date (maximum checkout period: 7 days without prior approval)
5. Receive brief overview of equipment operation if needed

During Checkout Period:

- Use equipment only for Oconto related content and promotional purposes
- Handle equipment with reasonable care as you would your own property
- Keep equipment secure when not in use (locked vehicle, secure location)
- Do not loan equipment to others
- Contact TEDCOR staff immediately if equipment malfunctions or is damaged

Upon Return:

1. Return equipment to TEDCOR staff during business hours
 2. Return all items checked out (*camera body, lenses, batteries, charger, memory cards, accessories*)
 3. Inspect equipment together with staff
 4. Transfer or share digital files if requested for TEDCOR promotional use
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User Responsibilities

Care & Handling:

- Protect equipment from extreme weather, water damage, and physical impact
- Use appropriate carrying cases when transporting
- Keep lenses clean and capped when not in use
- Charge batteries and return equipment ready for next user
- Format/clear memory cards or return cards with files intact as directed

Usage Restrictions:

- Equipment is for Oconto promotional purposes only

- Equipment should not leave Oconto without prior written approval
- Commercial use outside of TEDCOR projects is not permitted
- Equipment may not be used in hazardous conditions without prior approval

Communication:

- Notify staff immediately of any damage, loss, or malfunction
 - Contact staff if you need to extend checkout period (subject to availability)
 - Respond promptly to staff communication regarding equipment return
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Liability & Responsibility

Normal Wear & Tear: TEDCOR understands that equipment experiences normal wear and tear with regular use. Minor cosmetic wear, small scratches, and standard operational wear are expected and accepted.

User Liability: The borrower accepts responsibility for:

- Loss or theft of equipment while checked out
- Damage resulting from negligence, misuse, or failure to follow manufacturer guidelines
- Damage from unauthorized use or users

Repair & Replacement Costs:

- If equipment is lost, stolen, or damaged beyond normal wear and tear, the borrower may be responsible for repair or replacement costs
- TEDCOR will obtain estimates and discuss costs with borrower before proceeding
- TEDCOR reserves the right to determine if damage qualifies as normal wear or negligence

Equipment Restrictions: Equipment should not be used in the following conditions without prior approval:

- Water sports or activities near water without proper protection
 - Extreme weather conditions (heavy rain, snow, extreme cold)
 - Events with high risk of damage or loss
-

Equipment Inventory

TEDCOR's available camera equipment may include:

- *Camera body/bodies*
- *Lenses (wide angle, standard, telephoto)*
- *Memory cards*
- *Batteries and chargers*
- *Camera bag/case*
- *Accessories (tripod, cleaning kit, etc.)*

Specific equipment checked out will be documented on the agreement form below.

Checkout Agreement Form

Borrower Information

Name: _____

Organization/Affiliation: _____

Email: _____

Phone: _____

Intended Use/Project Description:

Equipment Checked Out

- Camera Body – Model: _____ Serial #: _____
- Lens – Type: _____ Serial #: _____
- Lens – Type: _____ Serial #: _____
- Memory Card(s) – Capacity: _____
- Battery & Charger
- Camera Bag/Case
- Tripod
- Other: _____

Condition at Checkout

Overall Condition: Excellent Good Fair

Notes/Existing Damage: _____

Checkout Details

Date Out: _____ Time: _____

Date Due: _____ Time: _____

TEDCOR Staff Member: _____ Initials: _____

Borrower Agreement

I have read and understand the TEDCOR Camera Equipment Checkout Policy. I agree to:

- ✓ Use equipment only for TEDCOR/Visit Oconto County promotional purposes
- ✓ Handle equipment with reasonable care and protect it from damage, loss, and theft
- ✓ Return equipment on time and in the same condition as checked out
- ✓ Report any damage, malfunction, or loss immediately
- ✓ Accept responsibility for repair or replacement costs if equipment is lost, stolen, or damaged due to my negligence or misuse
- ✓ Not loan equipment to others or use it outside Oconto County without prior approval
- ✓ Follow all usage guidelines and manufacturer recommendations

Borrower Signature: _____

Date: _____

Return Information

Condition at Return

Overall Condition: Excellent Good Fair

Notes/New Damage: _____

All Items Returned: Yes No – Missing: _____

Date Returned: _____ Time: _____

TEDCOR Staff Member: _____ Initials: _____

Equipment Status: Ready for next checkout Needs cleaning Needs repair

For TEDCOR Use Only:

- Agreement filed
- Equipment inspected and returned to storage
- Any issues noted and addressed

Staff Notes: _____

This policy may be updated at any time. Current version effective: [Date]

Questions? Contact TEDCOR at [phone] or [email]

DRAFT

Oconto County Economic Development Corporation Inc.
Find Report

January 2024 through March 2026

City of Oconto Room Tax Commission

Type	Date	Num	Name	Memo	Account	Clr	Amount	Balance
Deposit	06/11/2024		City of Oconto	Q1 2024	660.01 - Room Tax - City of Oconto		2,174.07	2,174.07
Deposit	08/10/2024		City of Oconto	Q2-2024	660.01 - Room Tax - City of Oconto		6,374.05	8,548.12
Deposit	12/02/2024		City of Oconto	Q3-2024	660.01 - Room Tax - City of Oconto		5,119.09	13,667.21
Deposit	02/06/2025		City of Oconto	Q4-2024	660.01 - Room Tax - City of Oconto		3,162.95	16,830.16
Deposit	04/30/2025		City of Oconto	Q1-2025	660.01 - Room Tax - City of Oconto		4,824.02	21,654.18
Deposit	05/05/2025		City of Oconto	Additional. Q1-2025	660.01 - Room Tax - City of Oconto		4,936.03	26,590.21
Check	08/18/2025	111	City of Oconto	Reimbursement for payments to Harvestfest \$1,500 & Copperfest \$1,000	728.01 - Room Tax Exp - City of Oconto		-2,500.00	24,090.21
Deposit	09/03/2025		City of Oconto	Q2 - 2025	660.01 - Room Tax - City of Oconto		19,731.69	43,821.90
Check	09/19/2025	1003	TEDCOR	2026 Dis Guide 2 page ad	728.01 - Room Tax Exp - City of Oconto		-2,540.00	41,281.90
Deposit	12/03/2025		City of Oconto	Q3-2025	660.01 - Room Tax - City of Oconto		23,116.54	64,398.44
Check	12/04/2025	1009	TEDCOR	Invoice #2025.102 Reimbursement for Meta/Facebook marketing	728.01 - Room Tax Exp - City of Oconto		-300.00	64,098.44
Check	12/26/2025	1010	TEDCOR	City of Oconto monthly admin - Sept-Dec	728.01 - Room Tax Exp - City of Oconto		-400.00	63,698.44
Check	12/26/2025	1012	WBAY	Invoice#4152744-1 November air dates	728.01 - Room Tax Exp - City of Oconto		-765.00	62,933.44
Check	01/13/2026	1013	WBAY	Invoice# 4152744-2	728.01 - Room Tax Exp - City of Oconto		-2,060.00	60,873.44
Check	02/11/2026	1015	WBAY	Invoice @4152744-3	728.01 - Room Tax Exp - City of Oconto		-1,035.00	59,838.44
Deposit	03/03/2026		City of Oconto	Deposit	660.01 - Room Tax - City of Oconto		12,200.24	72,038.68
							<u>72,038.68</u>	<u>72,038.68</u>

Jan '24 - Mar 26

Jan '24 - Mar 26