

Notice of Meeting for the

TOURISM COMMISSION

to be held on

WEDNESDAY, May 13, 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 3/11/2026
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
 - a. Committee appointments and elections
 - b. Reminder from the Code of ordinance for the Tourism Commission
 - c. Budget
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, March 11, 2026 - 5:00 PM

Meeting called to order at 5:00 pm by Mayor Martin

Roll Call –

Present: Mayor Cliff Martin, Christina Exworthy, Lori Stenstrup, Samantha Routheau (Chamber Advisory) and Kelly Schwartz (TEDCOR Advisory)

Approval of Agenda – MOTION: Exworthy / Stenstrup Motion to approve the agenda as presented for the meeting of the Tourism Commission on March 11, 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 January 14, 2026. **Voice Vote: 3 ayes M/C**

Public Input

Jeremy Wusterbarth presented information regarding a plan to install credit card kiosks at Breakwater and City Docks. The cash exchange process is time consuming for city staff and a burden on anglers seeking boat launch passes. Approximate values were provided: \$14,000 estimate per kiosk, \$5,000 estimate for internet and electric installation.

Jeremy Wusterbarth shared information regarding the 2026 Oconto Fly In, and asked about the Grant Program Event process.

Correspondence

Mayor shared an update regarding Tunes on Tuesday & payment for Copperfest grant program.

Grant Applications for Tourism Grant Program – no new applications

Review and/or Adjust Tourism Goals for 2026 – MOTION: Exworthy / Mayor Motion to table reviewing 2026 Goals until April meeting. **Voice Vote: 3 ayes M/C**

Discussion and Possible Action for Contributor Process – MOTION: Stenstrup / Exworthy Motion to approve TEDCOR Camera Equipment Checkout Policy & Agreement Form. **Voice Vote: 3 ayes M/C**

Discussion and Possible Action for Future Events – no action was taken.

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, April 8, 2026 @ 5:00 pm

Next Meeting Agenda Items –

Adjournment – MOTION: Stenstrup / Exworthy Motion to adjourn at 5:38 pm. **Voice Vote: 3 ayes M/C**

Minutes submitted by TEDCOR.

Oconto County Economic Development Corporation Inc.
Find Report
January 2024 through December 2026

Type	Date	Num	Name	Memo	Account	Clr	Amount	Balance
Jan 24 - Dec 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 Harveste...	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
Check	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
Check	01/13/26	1013	WBAY	Invoice# 4152744-2	728.01 · Room Tax Exp - City of Oconto		-2,060.00	60,873.44
Check	02/11/26	1015	WBAY	Invoice @4152744-3	728.01 · Room Tax Exp - City of Oconto		-1,035.00	59,838.44
Deposit	02/27/26		City of Oconto	Deposit	660.01 · Room Tax - City of Oconto		12,200.24	72,038.68
Check	03/18/26	1016	WBAY	Invoice#4152744-4	728.01 · Room Tax Exp - City of Oconto		-915.00	71,123.68
Check	03/27/26	1018	TEDCOR	Reimbursement Meta	728.01 · Room Tax Exp - City of Oconto		-300.00	70,823.68
Check	03/27/26	1018	TEDCOR	January Admin	728.01 · Room Tax Exp - City of Oconto		-300.00	70,523.68
Check	03/27/26	1018	TEDCOR	February Admin	728.01 · Room Tax Exp - City of Oconto		-450.00	70,073.68
Check	04/15/26	1019	WBAY	Invoice# 4152744-5	728.01 · Room Tax Exp - City of Oconto		-240.00	69,833.68
Check	05/06/26	1020	Elan Financial Services	SD card for camera	728.01 · Room Tax Exp - City of Oconto		-24.99	69,808.69
Check	05/06/26	1021	Jayme B. Sellen	reimbursement for purchase of camera	728.01 · Room Tax Exp - City of Oconto		-649.00	69,159.69
Jan 24 - Dec 26							69,159.69	69,159.69

Oconto Room Tax Commission Year to Date 2026

Last Updated 5/11/2026	Year to Date	Q1 Jan-Mar	Q2 Apr-June	Q3 Jul-Sept	Q4 Oct-Dec	Total	Remaining
	Administrative	\$300	\$300	\$300	\$300	\$1,200	
		\$300	\$300	\$300	\$300	\$1,200	\$0
	Grant Program Events	\$2,000	\$2,000	\$2,000	\$2,000	\$8,000	
Actual/ Allocated	Copperfest		\$3,000				
	Triathlon						
	Fly In						
	Harvest Fest			\$2,000			
	Grant Program Events					\$5,000	\$3,000
	Influencer Partnerships	\$1,250	\$1,250	\$1,250	\$1,250	\$5,000	
Actual/ Allocated	Fishing		\$2,750				
	Family						
	Lodging Accomodations		\$300				
	Influencer Partnerships					\$3,050	\$1,950
	Television	\$2,500	\$2,500	\$2,500	\$2,500	\$10,000	
Actual/ Allocated	Streaming		\$2,700				
	WBAY	\$4,250					
	Television					\$6,950	\$3,050
	Digital Ads	\$1,000	\$1,000	\$1,000	\$1,000	\$4,000	
Actual/ Allocated	Meta	\$300					
	Digital Ads						\$4,000
	Print Ads	\$1,800	\$1,800	\$1,800	\$1,800	\$7,200	
Actual/ Allocated	Discovery Guide			\$2,540			
	Print Ads					\$2,540	\$4,660
	Content Creation	\$1,000	\$1,000	\$1,000	\$1,000	\$4,000	
		\$188	\$525				
	Social Media	\$500	\$500	\$500	\$500	\$2,000	
		\$450	\$450	\$450	\$450	\$1,800	\$200
	Website Maintenance	\$150	\$150	\$150	\$150	\$600	
		\$150	\$150	\$150	\$150	\$600	\$0
	Grant Program Projects	\$2,000	\$2,000	\$2,000	\$2,000	\$8,000	
							\$8,000
	Savings	\$2,500	\$2,500	\$2,500	\$2,500	\$10,000	
	National Walleye Tour	\$1,000	\$1,000	\$1,000	\$1,000		
	AIM Weekend Walleye	\$500	\$500	\$500	\$500		
	Dairyland 2027	\$500	\$500	\$500	\$500		
	Future Projects	\$500	\$500	\$500	\$500		
	Savings					\$10,000	\$0
	Miscellaneous						
	Camera & SD Card						

City of Oconto Tourism Grant Program Application

Applicant Information

- **Name of Organization/Individual:** Oconto Area Chamber of Commerce
- **Contact Person:** Samantha Routheau
- **Title/Position:** President
- **Mailing Address:** PO Box 174, Oconto, WI 54153
- **Email Address:** ocontoareachamberofcommerce@gmail.com
- **Phone Number:** (920) 604-0074

1. Project Overview

Project Name: Harvest Fest 2026

Event Date/Time/Location: Saturday, **September 26, 2026**, from **9:00 a.m.–3:00 p.m.**, on **Main Street, Downtown Oconto**

Project Description:

Harvest Fest is Oconto's annual fall festival that brings together over 150 vendors, live music, food trucks, children's activities, and family-friendly entertainment. The event transforms Main Street into a festive hub that celebrates the season while showcasing Oconto's small-town charm and local businesses.

Purpose & Objectives:

- Draw thousands of visitors into Oconto during the fall season.
- Increase traffic and spending at downtown shops and restaurants.
- Provide a safe, fun, family-oriented community event.

- Highlight Oconto's unique offerings as a travel destination.

Grant Amount Requested: \$4,000

Total Project Cost: \$25,000

Proposed Project Start Date: July 2026

Proposed Project End Date: September 26, 2026

2. Alignment with Tourism Goals

Harvest Fest directly supports Oconto's tourism mission:

- **Visitor Attraction:** The event brings in thousands of people from across Northeast Wisconsin and Upper Michigan, creating a major seasonal draw.
- **Showcasing Oconto:** It highlights our historic downtown, local shops, artisans, and food vendors—giving visitors a true sense of Oconto's character.
- **Community & Economic Impact:** Attendees spend money at local restaurants, shops, gas stations, and lodging facilities, boosting our economy. Nonprofits also benefit through fundraising opportunities.

3. Target Audience / Promotion

Harvest Fest appeals to a wide demographic, with its strongest draw among **women ages 25–65** who enjoy shopping, crafts, seasonal food, and unique festival experiences. In addition, the event attracts **families with children, multi-generational groups, and friend groups** seeking an affordable and memorable fall outing.

Geographically, the audience extends from **Oconto County, Marinette/Menominee, and Brown County** to **Southern Wisconsin, particularly the Fox Valley region (Green Bay, Appleton, Oshkosh, Neenah, and surrounding areas)**. Many visitors plan **day trips or weekend getaways**, combining the festival with dining, shopping, and scenic fall travel.

Promotion Plan:

- Paid advertising on social media platforms, radio, and digital billboard

- Press releases, posters, and community calendar listings
- Cross-promotion with local businesses, vendors, and lodging partners

4. Budget

Total Project Investment: \$25,000

- **Marketing & Advertising:** \$4,000 (requested grant funds)
- **Event Operations, Entertainment, and Infrastructure:** \$21,000 (covered by vendor fees, sponsorships (Nercon), and Chamber support)

Grant Request: \$4,000 (marketing only)

5. Measurable Outcomes

- **Attendance:** Estimated **2,000–3,000 visitors**
- **Economic Impact:** Increased sales for downtown businesses and local vendors; positive spillover to gas stations, lodging, and restaurants
- **Community Engagement:** Over 150 vendors and dozens of volunteers involved
- **Media & Online Reach:** Strong local and regional press coverage plus measurable engagement across social media platforms

6. Supporting Documentation

- Proof of eligibility (Oconto Area Chamber of Commerce, nonprofit organization in good standing)
- Event timeline (July–September 2026)

Certification and Signature

I hereby certify that the information provided in this application is accurate and complete to the best of my knowledge. I agree to use any funds awarded solely for the purposes stated in this application.

Print Name: Samantha Routheau

Signature: *Samantha Routheau*

Date: October 2, 2025