

Notice of Meeting for the
TOURISM COMMISSION

to be held on

WEDNESDAY, June 10, 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 2026:

- 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 5/13/2026
5. Public Input
6. Correspondence
7. Grant Applications for Tourism Grant Program
8. Discussion and Possible Action to Update Ordinance
9. Other Tourism Items
10. Next Regular Meeting Date
11. Next Meeting Agenda Items
12. 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)
Michelle Good (Chamber Advisory) Kelly Schwartz (TEDCOR Advisory)

MINUTES OF THE TOURISM COMMISSION
City Hall Council Chambers, 1210 Main St, Oconto, WI 54153
WEDNESDAY, May 13, 2026 - 5:00 PM

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

Roll Call –

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

Approval of Agenda – MOTION: Reifsteck / Mayor Motion to approve the agenda as presented for the meeting of the Tourism Commission on May 13, 2026. Voice Vote: 5 ayes M/C

Approval of Minutes – MOTION: Stenstrup / Reifsteck Motion to approve the minutes as presented for the meeting of the Tourism Commission on March 11, 2026. Voice Vote: 5 ayes M/C

Public Input

Michelle Good from the Oconto Area Chamber of Commerce shared an interest in collaborating on a video to promote Oconto.

Correspondence

Letter was sent to Gary Zahn regarding grant program details, will follow up.

Grant Applications for Tourism Grant Program –

Grant application received for Kiosks. Commission discussed. **MOTION: Stenstrup / Reifsteck Motion to grant \$8,000 for the Oconto Breakwater/Harbor & City Docks Kiosk Project. Voice Vote: 5 ayes M/C**

Grant application reviewed for Harvest Fest, verbal request from Routheau, tabled from March meeting. Commission discussed. **MOTION: Stenstrup / Reifsteck Motion to deny additional funds for Harvest Fest. Voice Vote: 5 ayes M/C**

Review and/or Adjust Tourism Goals for 2026 – commission collectively agreed to carry 2025 goals through 2026, no vote needed.

Discussion and Possible Action for Contributor Process – TEDCOR has the camera and is connecting with an interested student, more to come.

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

Other Tourism Items –

- a. Committee appointments and elections
 - i. Mayor Martin opened the floor for nominations for Tourism Commission Chairperson.
 - i. Stenstrup nominated Michelle VanCampenhout.
 - ii. Reifsteck seconded the nomination for VanCampenhout.
 - iii. VanCampenhout accepted.
 - iv. Mayor Martin asked 3x if there were any other nominations, hearing none.
 1. **MOTION: Stenstrup / Exworthy Motion to close nominations for Chairperson of the Tourism Commission. Voice Vote: 4 ayes M/C**
 - ii. Mayor Martin opened the floor for nominations for Tourism Commission Vice Chairperson.
 - i. VanCampenhout nominated Kim Reifsteck.
 - ii. Stenstrup seconded the nomination for VanCampenhout.
 - iii. Reifsteck accepted.
 - iv. Mayor Martin asked 3x if there were any other nominations, hearing none.
 1. **MOTION: VanCampenhout / Stenstrup to close nominations for Vice Chairperson of the Tourism Commission. Voice Vote: 4 ayes M/C**
- b. Budget – Commission discussed sharing the budget with Finance Committee. Stenstrup to present.

Next Meeting Date – Wednesday, June 10, 2026 @ 5:00 pm

Next Meeting Agenda Items –

Adjournment – **MOTION: Exworthy / Reifsteck** *Motion to adjourn at 6:02 pm.* **Voice Vote: 5 ayes M/C**

Minutes submitted by TEDCOR.

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

1:53 PM
06/01/26
Accrual Basis

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 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
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	Jayne B. Sellen	reimbursement for purchase of camera	728.01 · Room Tax Exp - City of Oconto		-649.00	69,159.69
Check	05/12/26	1022	Knysten Potega	social media influencer	728.01 · Room Tax Exp - City of Oconto		-1,375.00	67,784.69
Check	05/29/26	1024	TEDCOR	March-\$337.50 & April-\$787.50 admin & s...	728.01 · Room Tax Exp - City of Oconto		-1,125.00	66,659.69
Jan '24 - Dec 26							66,659.69	66,659.69

Grant Application for City of Oconto Tourism Grant Program

City of Oconto Tourism Grant Program Application

Applicant Information:

- **Name of Organization/Individual:** Oconto Fly-In
- **Contact Person:** Jeremy Wusterbarth
- **Title/Position:** Chairperson
- **Mailing Address:** 260 William Bake Circle
- **Email Address:** jeremy@cityofocntowi.gov
- **Phone Number:** 920-373-2408

1. Project Overview

Project Name: Oconto Fly-In / Car & Tractor Show

Project Description: The Oconto Fly-In is in its 18th year, this year we will, be celebrating the airports 80 years in operation and of across 250 years of the U.S.A This event draws people from all over Wisconsin with the unique chance to watch rare air shows, plane rides, car shows, vendor sales and eat at some great area food trucks!

Grant Amount Requested: \$3,000.00

Total Project Cost: \$27,845.00

Proposed Project Start Date: 10/19/26

Proposed Project End Date: 10/19/26

2. Alignment with Tourism Goals

Explain how your project aligns with the City of Oconto's tourism goals. Consider addressing the following:

- Facebook posts about the event

6. Supporting Documentation

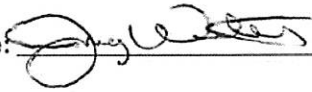
Attach any relevant materials, such as:

- Proof of eligibility
- Project timeline

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.

Signature: _____



Date: _____

5/26/26

Submission Instructions:

Submit the completed application to:

City of Oconto Tourism Grant Program
info@tedcor.org

For questions, contact Commission President Michelle VanCampenhout at (920) 680-3656 or
Advisory Commission Member Samantha Routheau at (920) 604-0074.

OCONTO 
FLY-IN **2026**
Car & Tractor Show **18th Annual**

Sat. September 19th 9am - 4pm

Oconto Municipal Airport
Celebrating 80 Years!



United States
of America
Celebrating
250 Years!



FLY-OVERS ALL DAY!

PLANES! CARS! TRACTORS!

PLANE RIDES! NORTHERN ACES RCS!

VENDOR SALES! FOOD!

Admission \$ 5 Kids 12 & Under FREE!

Like us on Facebook!
The Oconto Elks Fly-In



CAR SHOW - \$10 PER CAR
HOMEMADE TROPHIES AWARDED!
250 DASH PLAQUES!
CASH AWARDS!

OCONTO MUNICIPAL AIRPORT
2983 Airport Road, Oconto, WI
INFO - 920-373-2408
jeremy@cityofocontowi.gov



Grant Application for City of Oconto Tourism Grant Program

City of Oconto Tourism Grant Program Application

Applicant Information:

- **Name of Organization/Individual:** Emplify Health by Bellin Fitness Center
 - **Contact Person:** Kasey Ermis
 - **Title/Position:** Team Leader BHOH Business Operations & Team Leader Fitness Center
 - **Mailing Address:** 1201 Park Avenue, Oconto, WI 54153
 - **Email Address:** Kasey.ermis@emplifyhealth.org
 - **Phone Number:** 920-246-7045
-

1. Project Overview

Project Name: Emplify Health Wellness Center Kid's Triathlon

Project Description:

Provide a brief description of your project. Include what it entails, its purpose, and its overall objectives.

The mission of the Kids Triathlon is to give area kids an opportunity to experience the fun and challenge of competing in a triathlon. This event is open to children ages 3 to 11 and aims to promote physical activity, healthy competition, and community engagement.

Grant Amount Requested: \$2500.00

Total Project Cost: \$6800.00

Proposed Project Start Date: July 25, 2026

Proposed Project End Date: July 25, 2026

2. Alignment with Tourism Goals

Explain how your project aligns with the City of Oconto's tourism goals. Consider addressing the following:

- How the project will attract visitors to Oconto.

Geographically, the event targets the local community of Oconto and its surrounding areas, including neighboring towns and counties within the region. We anticipate drawing participants not only from Oconto but also from the broader regional area encompassing nearby cities and rural communities in northeastern Wisconsin. This regional reach helps to foster a sense of community beyond city limits and encourages families to explore and engage with Oconto as a destination.

By focusing on families and young children, the Kids Triathlon promotes inclusivity and accessibility, welcoming participants of varying skill levels and backgrounds. The event is designed to be a fun, supportive environment that encourages children to challenge themselves while building confidence and a lifelong appreciation for physical activity.

4. Detailed Budget

Provide a breakdown of the project's budget. Include all anticipated costs and funding sources.

Expense	Amount (\$)	Funding Sources	Amount (\$)
Shirts	\$1,500	Grant funds: Bond Foundation (\$3500)	
Timing company	\$2,000		
Inflatables and entertainment	\$1700		
Miscellaneous supplies:	\$600		
Medals	\$1000		
Total	\$6800	Total	\$3300 remaining to fund

5. Measurable Outcomes of Project of Event

Define how you will measure the success of your project. Possible metrics include:

- Number of attendees.
- Economic impact (e.g., revenue generated, increase in local business traffic).
- Media coverage and social media engagement.

Submission Instructions:

Submit the completed application to:

City of Oconto Tourism Grant Program
info@tedcor.org

For questions, contact Commission President Michelle VanCampenhout at (920) 680-3656 or
Advisory Commission Member Samantha Routheau at (920) 604-0074.