

Notice of Meeting for the

TOURISM COMMISSION

to be held on

WEDNESDAY, August 12, 2026 @ 5:00 P.M.

Conference Room, 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 7/8/2026
5. Public Input
6. Correspondence
7. Grant Applications for Tourism Grant Program
8. AIM Tournament 2027
9. September Meeting Materials
10. 2026 Discovery Guide
11. Discussion and Possible Action regarding Oconto Tourism Commission Expenditures
12. Other Tourism Items
13. Next Regular Meeting Date
14. Next Meeting Agenda Items
15. 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, July 8, 2026 - 5:00 PM

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

Roll Call –

Present: Michelle VanCampenhout, Christina Exworthy, Michelle Good (Chamber Advisory), and Kelly Schwartz (TEDCOR Advisory)

Excused: Kim Reifsteck, Lori Stenstrup,

Approval of Agenda – MOTION: Mayor / Exworthy *Motion to approve the agenda as presented for the meeting of the Tourism Commission on July 8, 2026.* **Voice Vote: 3 ayes M/C**

Approval of Minutes – MOTION: Exworthy / Mayor *Motion to approve the minutes as presented for the meeting of the Tourism Commission on June 10, 2026.* **Voice Vote: 3 ayes M/C**

Public Input

No public input.

Correspondence

September meeting invitation to Oconto Lodging owners set for July 9.

Grant Applications for Tourism Grant Program –

Other Tourism Items –

- a. Discussion of Kwik Trip's Tour of America's Dairyland, follow up next month.

Next Meeting Date – Wednesday, August 12, 2026 @ 5:00 pm

Next Meeting Agenda Items – Letter to STR owners, agenda for September meeting, Kwik Trip ToAD

Adjournment – MOTION: Mayor / Exworthy *Motion to adjourn at 5:37 pm.* **Voice Vote: 3 ayes M/C**

Minutes submitted by TEDCOR.

City of Oconto Tourism Dollar Breakdown

Dollars	Balance	Category
\$64,808.52	\$64,808.52	2024 & 2025 Funds
\$2,500.00	\$62,308.52	2025 Harvest Fest
\$2,540.00	\$59,768.52	2026 Discovery Guide
\$8,643.69	\$68,412.21	2026 Q1 Funds
\$1,200.00	\$67,212.21	Admin*
\$3,000.00	\$64,212.21	2026 Copperfest
\$1,000.00	\$63,212.21	2026 Kids Triathlon
\$2,000.00	\$61,212.21	2026 Oconto Fly In
\$2,000.00	\$59,212.21	2026 Harvest Fest
\$10,000.00	\$49,212.21	Savings*
\$8,000.00	\$41,212.21	Project Grants* - Kiosks
\$7,200.00	\$34,012.21	Print Advertising*
\$4,000.00	\$30,012.21	Digital Advertising*
\$10,000.00	\$20,012.21	Television*
\$674.00	\$19,338.21	Camera
\$5,000.00	\$14,338.21	Influencer Partnerships*
\$2,000.00	\$12,338.21	Social Media*
\$600.00	\$11,738.21	Website*
\$4,000.00	\$7,738.21	Content Creation*

*annual budget amount

Future event expense estimates:

- AIM Weekend Walleye Series
 - \$5,000 fee
 - Giveaways, printing
- National Walleye Tour
 - \$10,000 fee
 - Hotel Accommodations
 - Rules meeting venue, food
 - Giveaways, printing
- Dairyland Tour
 - \$15,000 fee

2:26 PM

06/29/26

Accrual Basis

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
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	Kysten 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
Deposit	06/02/26		City of Oconto	Q1-2026	660.01 · Room Tax - City of Oconto		8,643.69	75,303.38
Check	06/11/26	1025	TEDCOR	Invoice # 2026-05 May admin & services	728.01 · Room Tax Exp - City of Oconto		-450.00	74,853.38
Check	06/23/26	1028	Econolodge Inn & Suites	June-2-14 KystenPotega, City of Oconto ...	728.01 · Room Tax Exp - City of Oconto	X	0.00	74,853.38
Check	06/23/26	1029	Kysten Potega Hinz	Influencer Oconto CopperFest Wkend	728.01 · Room Tax Exp - City of Oconto		-1,375.00	73,478.38
Check	06/23/26	1030	Econolodge Inn & Suites	Influencer lodging Oconto RTC	728.01 · Room Tax Exp - City of Oconto		-198.00	73,280.38
Check	06/26/26	1031	VentTek International	Invoice#154865	728.01 · Room Tax Exp - City of Oconto		-8,000.00	65,280.38
Jan '24 - Dec 26							65,280.38	65,280.38