MINUTES OF THE TOURISM COMMISSION

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

WEDNESDAY, October 14, 2026 - 5:00 PM

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

Roll Call –

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

Excused:

Approval of Agenda – MOTION: Reifsteck / Mayor *Motion to approve the agenda as presented for the meeting of the Tourism Commission on October 14, 2026.* **Voice Vote: 5** ayes **M/C**

Public Input

Jack Karban suggested a revision to the Tourism Grant Program from Lake Districts to Environmental Districts.

Approval of Minutes – MOTION: Stenstrup / Reifsteck *Motion to approve the minutes as presented for the meeting of the Tourism Commission on September 9, 2026.* **Voice Vote: 5** ayes **M/C**

Correspondence

Mayor emailed with Tour of Americas Dairyland for information; information provided that Main & More, Inc. plans to run the event.

Discuss and possibly take action of expenditure limit – MOTION: Reifsteck / Exworthy *Motion for Mayor to take to City Council, increase the expenditure limit to $8,000 for advertising.* **Voice Vote: 5 ayes M/C**

Discuss and possibly take action on AIM Tournament – MOTION: Mayor / Stenstrup *Motion to approve the $5,000 fee and hotel rooms for AIM Tournament in May 2027.* **Voice Vote: 5 ayes M/C**

Discuss and possible take action on Discover Wisconsin segment – MOTION: Reifsteck / Stenstrup *Motion to sign contract with Discover Wisconsin including additional blog, payable over two years.* **Voice Vote: 5 ayes M/C**

Grant Applications for Tourism Grant Program – the commission reviewed the Reporting and Accountability portion of the program. Kim Reifsteck volunteered to send templates to Grantees for final report. Template to be developed.

Oconto Fly In 2026 – more information needed, tabled to November.

2027 Budget – MOTION: Stenstrup / Reifsteck *Motion to approve the 2027 Budget as presented.* **Voice Vote: 3 ayes M/C**

Other Tourism Items –

Next Meeting Date – Wednesday, November 11, 2026 @ 5:30 pm

Next Meeting Agenda Items –

Adjournment – MOTION: Stenstrup / Reifsteck *Motion to adjourn at 6:29 pm.* **Voice Vote: 3** ayes **M/C**

Minutes submitted by TEDCOR.