Notice of Meeting for the

TOURISM COMMISSION

to be held on

WEDNESDAY, November 11, 2026 @ 5:30 P.M.

City 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. Public Input
5. Approval of Minutes from 10/14/2026
6. Correspondence
7. Grant Applications for Tourism Grant Program
8. Discussion of October actions taken
9. Oconto Fly In 2026
10. Other Tourism Items
11. Next Regular Meeting Date
12. Next Meeting Agenda Items
13. 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, 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.

Oconto Room Tax Commmission Year to Date 2026

Last Updated 11/9/2026	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			$1,000			
	Fly In			$2,000			
	Harvest Fest			$2,000			
	Grant Program Events					**$8,000**	**$0**
	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			$6,000	$3,000		
	WBAY	$4,250					
	Television					**$9,000**	**$1,000**
	Digital Ads	$1,000	$1,000	$1,000	$1,000	**$4,000**	
Actual/ Allocated	Meta	$300	$600	$1,750			
	Digital Ads					**$2,650**	**$1,350**
	Print Ads	$1,800	$1,800	$1,800	$1,800	**$7,200**	
Actual/ Allocated	Discovery Guide				$2,540		
	Ice Breakers Magazine			$1,850			
	2027 Travel Wisconsin Official Guide			$2,365			
	Print Ads					**$6,755**	**$445**
	Content Creation	$1,000	$1,000	$1,000	$1,000	**$4,000**	
	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**	
	Kiosk Project		$8,000				**$0**
	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		$674				

Tourism Grant Final Report Template

Instructions for Grantees

Pursuant to the Oconto Room Tax Commission Tourism Grant Program Guidelines, grant recipients must submit a complete Final Report **within 30 days of project or event completion**. Please complete this form in full, attach your organization's financial report and required documentation (invoices, receipts, proof of matching funds), and submit it to the Commission at info@tedcor.org.

General Information

- **Grantee Organization Name:** [Insert Organization Name]
- **Project / Event Title:** [Insert Project or Event Title]
- **Grant Category (Select One):** [ ] Local Events & Festivals [ ] Tourism Projects & Infrastructure
- **Grant Amount Awarded:** $[Insert Amount]
- **Project / Event Completion Date:** [Insert Date]
- **Report Submission Date:** [Insert Date]
- **Primary Contact Person:** [Insert Name, Title, Email, and Phone Number]

Section 1: Narrative Summary of Outcomes

1. **Executive Summary:** Provide a brief overview of the completed event or project, explaining how it fulfilled the original proposal goals and aligned with the City of Oconto's tourism development goals.
2. **Key Achievements:** Describe what was successfully accomplished during the funding period.
3. **Challenges & Adjustments:** Note any unexpected challenges encountered and how they were managed or resolved.
4. **Community & Economic Benefit:** Describe the overall impact on the local community, cultural preservation, or local economy.

Section 2: Tourism Impact & Visitor Metrics

As a tourism commission, measuring visitor attraction and community economic benefit is vital. We recognize organizers have varying tracking methods; please provide your best available data based on the practical tracking tools used for your event or project.

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A. For Events & Festivals

- **Primary Attendance Tracking Method Used:** [ ] Wristbands Sold / Issued
  [ ] Paid Registrations / Sign-ups
  [ ] Gate / Admission Counts
  [ ] Parking / Vehicle Counts
  [ ] Reasonable Estimate / Headcount Formula
- **Total Estimated Attendance / Participants:** [Insert Number]
- **Out-of-Town Visitor Reach (Optional / Estimated):**
  - Estimated percentage or number of attendees from outside Oconto County / greater than 50 miles: [Insert Estimate or %]
  - *Method of estimation (if applicable, e.g., zip code sign-ups, registration data, parking samples):* [Insert Notes]
- **Lodging & Overnight Stay Feedback (If Tracked):**
  - Did local lodging properties report increased bookings or did you partner with any hotels/campgrounds? [Insert brief notes, e.g., "Local lodging reported full capacity over event weekend"]
- **Event Revenue Generated:**
  - Ticket sales, registration fees, vendor fees, sponsorships, etc.: $[Insert Amount]
- **Marketing & Promotional Reach:** Summarize promotional efforts utilized to attract tourists outside the local area (e.g., regional advertising, social media campaigns, out-of-town reach).

B. For Projects & Infrastructure (e.g., Breakwater Park Kiosks, Facilities, Heritage Projects)

- **Project Completion & Accessibility:** Confirm that the infrastructure/project is fully completed, installed, and operational for public/visitor use.
- **Estimated Visitor Usage / Foot Traffic:** [Insert estimated annual or seasonal visitor usage, or tracking method if available, e.g., brochure pickups, QR code scans, seasonal park estimates]
- **Enhancement of Visitor Experience:** Describe how this project specifically enhances tourist experiences, preserves local culture/heritage, or extends visitor length of stay in Oconto.
- **Visual Documentation / Photographs:** [ ] Please attach 2–3 high-resolution photographs of the completed project. (By submitting, you grant the Commission and TEDCOR permission to use these photos for promotional and marketing purposes).

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Section 3: Financial Summary & Supporting Documentation

A. Financial Accounting & Matching Funds Summary

Grantees may attach their own internal financial reports, profit & loss statements, or ledger summaries. Please provide the summary totals below corresponding to your attached financial documents.

- **Total Project / Event Cost:** $[Insert Amount]
- **Total Grant Funds Expended:** $[Insert Amount]
- **Total Matching Funds Committed & Expended (Minimum 50% required [cite: 2]):** $[Insert Amount]
- **Source(s) of Matching Funds:** [List sources, e.g., organizational reserves, sponsorships, private donations]

B. Required Financial Attachments Checklist

- **Attached Financial Report:** Organization's profit/loss statement, ledger, or financial summary report.
- **Invoices & Receipts:** Copies of all vendor invoices and itemized receipts corresponding to grant expenditures.
- **Proof of Payment:** Cancelled checks, bank statements, or credit card settlement receipts.
- **Proof of Matching Funds:** Bank statements, canceled checks, or donor receipts proving match disbursement.

Section 4: Certification and Signatures

I certify that the information contained in this Final Report is accurate and complete, that grant funds were expended solely for the approved project/event purposes in accordance with the Oconto Room Tax Commission Guidelines, and that all financial records and receipts are available for audit upon request.

Authorized Representative Signature: _____

Printed Name: _____ **Title:** _____

Date: _____

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