



MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE
COMMITTEE MEETING
THURSDAY, DECEMBER 10, 2009 – 5:30 P.M.
NEWINGHAM SUPPER CLUB – 722 MAIN ST - WAUSAUKEE

Agenda

1. Call to order
2. Approve/amend agenda
3. Approve/amend minutes of November 12, 2009
4. Public comment. No action required. (Speakers limited to 5 minutes)
5. Current news and event correspondence received. Information only.
6. Update on the County Comprehensive Plan as it relates to Tourism. Information only.
7. Discuss/consider appointments of two At Large members to the Tourism Alliance Committee. Action, if any.
8. Discuss/consider approval of the standard TV advertising agreement for the 2009-2010 snowmobile trail report on WFRV 5 news. (Attachment A). Action, if any.
9. Discuss/consider the presentation of Statement of Recognition to Mr. Dave Schultz for service to Marinette County Tourism Alliance Committee. Information only.
10. Update on the improvements to the State/County Parks. Information only.
11. Report on the annual county board Tourism Alliance update presentation. Information only.
12. Discuss/consider Tourism Alliance Committee reports.
 - Marketing
 - Finance
 - Review and approve payment of current invoices. Action, if any.
 - Marinette County Tourism Director Report
12. Future agenda items
13. Next meeting date, time and place
14. Adjourn meeting

Note: Agenda items may not be considered and acted upon in the order listed.

Committee Members Receiving Agenda:

Jon Kukuk (Chair)
Nick Lakari (Vice Chair)
Don Novak (Niagara CC)
Peggy Hansen (CCBA)
Becky DeWitt (City of Marinette)
Jim Orłowski (CRA)
Jim Brien (Member at large)
Amy Shaffer (CBA)
Renee Kresl (Peshtigo CC)
Leon Popp (Iron Snow Shoe, Inc.)
Dave Schultz (Member at large)
Shirley Prudhomme (Member at large)
Ken Casper (County ED & T Committee)
John Trombley (Member At Large)
Lisa Hanson (Member At Large)

Copies Also Being Sent To:

Steve Corbeille, County Administrator
Paul Putman, UWEX Educator
Erik Aleson, Asst. Parks Administrator
Mary Johns, Chamber Exec. Director
Jamie Darge, Tourism Director
Karen Widmar
County Clerk
Media
Posting
Maggie Kailhofer, Gov. Thompson
John Deschane, Ex Officio (Crivitz Village President)
Don Clewley, Ex Officio (MCABI Executive Director)

IF YOU ARE AN INDIVIDUAL WITH A DISABILITY AND NEED A SPECIAL ACCOMMODATION WHILE ATTENDING THIS MEETING AS REQUIRED BY THE AMERICAN WITH DISABILITIES ACT, PLEASE NOTIFY COUNTY CLERK KATHY BRANDT, MARINETTE COUNTY COURTHOUSE (715-732-7406) AT LEAST 24 HOURS PRIOR TO THE MEETING IN ORDER TO MAKE SUITABLE ARRANGEMENTS. THANK YOU. (TDD# 715-732-7760)



Eye on the Trails

2009-2010 SNOWMOBILE REPORT

Viewers want to know where they can go to enjoy their favorite winter activities in Wisconsin! When looking for the area's best information on the trails, they know to turn to . . .

WFRV-TV Channel 5 and the *Eye on the Trails* report during Channel 5 newscasts for a comprehensive look at weekend snowmobiling conditions. No one knows the fun of winter like the viewers of Northeast Wisconsin and no one covers it like Channel 5!

Beginning Dec. 23, 2009, through Mar. 11, 2010, join Channel 5 Thursdays and keep your *Eye on the Trails* with this outstanding sponsorship opportunity perfect for the Crivitz Marinette County Snow Mobile group.

Eye on the Trails Sponsorship

This sponsorship includes one :05 second sponsor billboard adjacent to each edition of *Eye on the Slopes*; Thursdays throughout the season. *In addition*, your preferred logo will appear on-screen during each edition of the *Eye on the Trails Snowmobile Report* following the *Ski Report*.

Eye on the Trails Reports will air in the following Thursday WFRV Newscasts:

⌘ Thursday Channel 5 First News	5:30-6am
⌘ Thursday Channel 5 First News	6-6:30am
⌘ Thursday Channel 5 News at Noon	12-12:30pm
⌘ Thursday Channel 5 News at Five	5-5:30pm
⌘ Thursday Channel 5 News at Ten	10-1035pm

Total # :05 sponsorship announcements Thur/ week: 5x :05sec BB's (and 5x logo on-screens)

Total # :05 sponsorship announcements, 12 weeks: 60x BB's (and 60x logo on-screens)

Total # :05 rotating Snow Mobile Report Promos: 12 weeks: 60x (5x/Wk)

Weekly Investment: \$165.00

Total 12 Week Investment: \$1980

Authorized By: _____ Date: _____

Company Name: _____ AE: _____

*Dates are subject to change based on weather conditions. *Eye on the Trails* report will also list other trails in the broadcast area if information is provided to WFRV-TV Channel 5. Trails report information must be provided to WFRV News by Wednesday afternoon for preparation for Thursday's reports.

Co-op Agreement with Marinette County Snowmobile Alliance

MCTAC = \$940.00

Snowmobile Alliance = \$940.00