



MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE
COMMITTEE MEETING
THURSDAY, AUGUST 9, 2012 – 6:00 P.M.
CRIVITZ FIRE STATION – 1201 FJ STREET - CRIVITZ

Agenda

1. Call to order
2. Approve/amend agenda
3. Approve/amend minutes of June 14, 2012.
4. Public comment. No action required. (Speakers limited to 5 minutes)
5. Current news and event correspondence received. Information only.
6. Discuss/consider Tourism Alliance Committee reports.
 - Research
 - Marketing
 - Finance
 - Review budget and current invoices
 - Executive
 - Marinette County Tourism Director Report
 - Tourism booth volunteers for county fair (8/23-8/26)
7. Update on the improvements to the state/county parks. Information only.
8. Discuss/consider approval of the amendment to the Marinette County Tourism Alliance Operating Procedure Article V, Section 5. Action, if any. (Attachment A)
9. Discuss/consider approval of the 2013 proposed Tourism Alliance Budget. Action, if any. (Attachment B)
10. Discuss/consider creating the 2012 Annual County Board Presentation and selecting committee members to provide the presentation to the county board in September. Action, if any.
11. Future agenda items
12. Next meeting date, time and place
13. Adjourn meeting

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

Committee Members Receiving Agenda:

Nick Lakari (County ED & T Committee)
Shirley Kaufman (County ED & T Committee)
Peggy Hansen (CCBA)
Becky DeWitt (City of Marinette)
John Guarisco (CRA)
Jim Brien (Village of Wausaukee)
Amy Shaffer (CBA)
Renee Kresl (Peshtigo CC)
Shirley Prudhomme (Member at large)
Kim DeForge (City of Niagara)
Melissa Chavez (Member at Large)
Deva Bhatt (Marinette-Menominee Chamber)

Copies Also Being Sent To:

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)
Ellen Sorenson, County Administrator

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)

ARTICLE V

ORGANIZATIONAL STRUCTURE

Section 1 AUTHORITY. The government of MCTAC, the general policies controlling its work and the control of its property, shall be vested in the MCTAC. It authorizes the organization's strategic plan, approves its budget, receives and passes on committee recommendations, and directs the general operation of the organization. The MCTAC determines, directs and acts on behalf of the entire membership of the organization. The MCTAC shall be responsible to the fiscal authority of the Marinette County Board of Supervisors Economic Development/Tourism Committee.

Section 2 APPOINTMENT. Committee members will be appointed as set forth in Marinette County Board Resolution No. 210 adopted January 31, 2006, and amendments, which are attached and incorporated by reference.

Section 3 COMPOSITION. Committee members will be composed as set forth in Marinette County Board Resolution No. 302 adopted February 22, 2011, and amendments, which are attached and incorporated by reference. The MCTAC shall include fifteen voting Members as appointed in Section 2. Two members will have 2-year terms and two members will have 1-year terms. MCTAC voting membership makeup is as follows.

Number	Membership	Seats	Term Ends
1 member each	Marinette & Peshtigo Chambers	2	2011
Recognized county-based tourism/business organizations			
1 member each	Coleman-Pound Cougar Country Business Association	1	2012
1 member each	Crivitz Business Association	1	2012
1 member each	Crivitz Recreation Association	1	2012
1 member each	Iron Snowshoe, Inc.	1	2012
1 member each	Village of Wausaukee	1	2012
1 member each	Every city over 10K population (Marinette)	1	2012
1 member each	City of Niagara	1	2011
4 members	At large (representing any portion of the county)	4	2011
2 members	County Economic Development / Tourism Comm.	2	2012
Total		15	

At large members may represent any portion of the county. At large members may be residents of Marinette County and may or may not be affiliated with any particular tourism business or related activity. The MCTAC will make every effort of seating the at large members on the basis of equitable geographical representation within the county. Additionally, MCTAC will consider the tourism related activities or revenues that will be represented by the individual seeking at large membership; and will make every effort to seat those individuals who represent the broadest range of tourism related activities in Marinette County.

Section 4 EX-OFFICIO. The MCTAC shall have the authority to make ex-officio appointments to the MCTAC. Such appointments may include appointments of city Mayors / Managers, Chamber Executives, Director of the Marinette County Association for Business & Industry, University of Wisconsin Extension Community Development Educator, State Park Manager and any other so chosen by the MCTAC. Ex-officio members do not have voting rights.

Section 5 ELECTIONS OF OFFICERS. The MCTAC shall elect from its own voting members a Chairperson and Vice Chairperson. Nominations and elections will be held the first meeting of the fiscal year. All officers shall serve for one year beginning on the meeting in which elected.

Section 6 ABSENCES FROM MEETINGS. In the event that a voting member is absent from three (3) consecutive meetings of the MCTAC or its subcommittees without prior notification to the Chair or Tourism Director, the absence will be considered unexcused and the unexcused member will be notified in writing of his/her removal from the committee by the MCTAC Chair in accordance with the MCTAC Operating Procedures.

Section 7 VACANCIES. In the event of resignation, death or removal for other causes of any member of the MCTAC, the new member replacement is to serve the balance of the term.

Section 8 GOVERNING COMMITTEE. The MCTAC shall be under the jurisdiction of the Marinette County Board of Supervisors Economic Development/Tourism Committee.

ARTICLE VI

OFFICERS AND DUTIES

Section 1 CHAIRPERSON. The Chairperson shall preside at all meetings of the MCTAC and shall be responsible to the Marinette County Economic Development/Tourism Committee for the formation of the general policies of the MCTAC.

The Chairperson shall also serve as chairperson of the Executive Committee and, with the Executive Committee, appoint all members of other committees. The Chairperson shall sign all contracts and obligations of the MCTAC, subject to the Marinette County Code of Ordinances as relates to contracts.

Section 2 VICE-CHAIRPERSON. The Vice Chairperson shall preside at all meetings in the absence of the Chairperson and shall serve on the Executive Committee.

The Vice Chairperson shall be alert to assure that the activities of the MCTAC are directed toward achieving business and community needs in the area served by the MCTAC. With the assistance of other board members, the Vice Chairperson will either develop or review the strategic plan for MCTAC.

ARTICLE VII

COMMITTEES

Section 1 APPOINTMENT. The Chairperson and Vice Chairperson shall annually appoint members to each of the following standing committees: Finance - four (4) MCTAC members, Marketing - five (5) MCTAC members; and, Research and Evaluation - four (4) MCTAC members.

Attachment B

TOURISM COMMITTEE - 2013 BUDGET

CALENDAR YEAR 2011	2010 BUDGET	2011 BUDGET	2012 BUDGET	2013 PROPOSED BUDGET
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INCOME:	
ACCT 100 Previous year FUND BALANCE APPLIED	\$95,000.00
ACCT 100 COUNTY	
ACCT 100 CO-OP ADVERTISING	
WFRV Snowmobile runs	
ACCT 100 TOURISM GUIDE	
ACCT 100 MEMBERSHIPS	
TOTAL INCOME	\$95,000.00

\$ 9,513.00	\$ 14,298.71	\$ 19,531.64		
\$ 95,000.00	\$ 95,000.00	\$ 95,000.00		
\$ 1,500.00				
\$ 990.00	\$ 960.00			
107,003.00	110,258.71	\$114,531.64		\$95,000.00

EXPENDITURES:		BUDGET
ACCT 290 SPORT SHOWS		\$ 8,750.00
ACCT 291 PURCHASE OF SERVICE		\$ 45,000.00
ACCT 411 POSTAGE		\$ 500.00
ACCT 412 NEWSLETTER (QTRLY)		\$ -
ACCT 413 COURTHOUSE PRINTING		\$ -
ACCT 426 ADVERTISING		
426-100 MEDIA KIT		
426-101 PRINT ADS		\$ 29,306.51
426-102 WEB SITE		\$ 1,750.00
426-103 HOSTING WEB SITE		\$ 450.00
426-104 DISCOVER WISCONSIN		\$ 904.71
426-105 CONTRACTED MARKETING SERVICES		\$ 5,250.00
426-106 MARKETING MATERIALS		\$ 1,850.00
426-107 TRAIL NATIONS TV/ATV ILLUSTRATED TV		\$ 3,000.00
426-108 ELECTRONIC ADS		\$ 3,690.00
ACCT 498 FUND BALANCE / SPECIAL PROJECTS		\$ 2,455.50
ACCT 568 ADMINISTRATION		\$ 5,000.00
TOTAL EXPENDITURES		\$0.00

\$ 8,750.00	\$ 9,500.00	\$ 9,500.00		\$ 4,500.00
\$ 45,000.00	\$ 50,000.00	\$ 50,000.00		\$ 50,000.00
\$ 500.00				\$ 0.00
\$ -	\$ 200.00	\$ 200.00		\$ 400.00
\$ -	\$ 200.00	\$ 200.00		\$ 200.00
		Total Marketing \$		
\$ 29,306.51	\$ 28,900.00	\$ 24,477.64		\$ 11,500.00
\$ 1,750.00	\$ 1,000.00	\$ 2,500.00		\$ 2,500.00
\$ 450.00	\$ 650.00	\$ 200.00		\$ 200.00
	\$ 904.71	\$ 5,000.00		\$ 5,000.00
\$ 5,250.00	\$ 5,250.00	\$ 5,500.00		\$ 5,500.00
\$ 1,850.00	\$ 754.00	\$ 3,754.00		\$ 2,000.00
\$ 3,000.00				\$ 0.00
\$ 3,690.00	\$ 7,900.00	\$ 8,200.00		\$ 8,200.00
\$ 2,455.50	\$ 5,000.00	\$ 5,000.00		\$ 5,000.00
\$ 5,000.00		\$ -		
\$ 107,002.01	\$ 110,258.71	\$ 114,531.64		\$ 95,000.00