



MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE
MARKETING COMMITTEE MEETING
THURSDAY, MARCH 7, 2013 – 9:00 A.M.
QUALITY INN – 1508 MARINETTE AVE. - MARINETTE

Agenda

1. Call to order
2. Approve/amend agenda
3. Approve/amend minutes of October 18, 2012.
4. Public comment. No action required.
5. Discuss/consider current invoices and budget appropriations. Action, if any.
6. Discuss/consider ways to track the cost effectiveness of attending trade shows and return-on-investment. Action, if any.
7. Discuss/consider revising the trade show co-op guidelines to provide a flat rate for all businesses that submit a Trade Show Co-op Funding Request to the Tourism Alliance. Action, if any.
8. Discuss/consider placing a 3-minute segment on both the local television show "On Tour with Colleen Van Ives" and the national television show "Welcome to our North" for a total of \$675. Action, if any.
9. Review 2nd quarter print and web advertisements for 2013. Information only. (Attachment A)
10. Future agenda items
11. Next meeting date, place and time
12. Adjourn meeting

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

Committee Members Receiving Agenda:

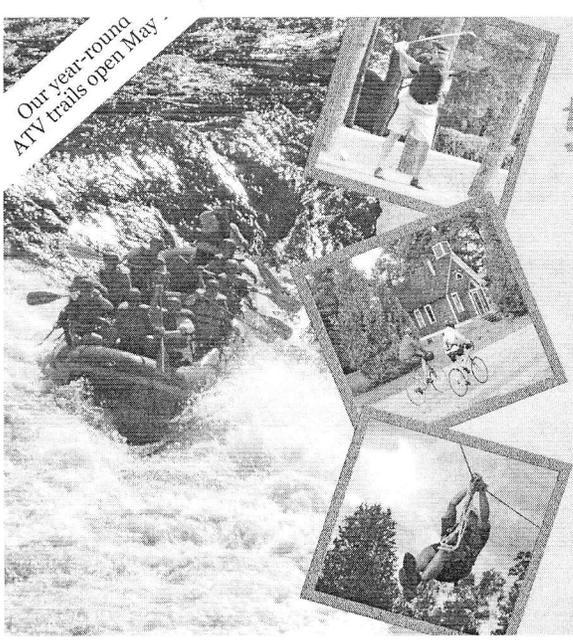
John Guarisco
Jim Brien
Deva Bhatt
Nick Lakari

Copies Also Being Sent To:

Paul Putman, UWEX Educator
Erik Aleson, Asst. Parks Administrator
Jacqueline Boudreau, Chamber Exec. Director
Jamie Darge, Tourism Director
Posting
Karen Widmar
County Clerk
Media
Ellen Sorensen, County Executive

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)

Our year-round
ATV trails open May -



the real north
MARINETTE COUNTY, WI

There's room for you in
Marinette County, Wisconsin
- the real north!

With the longest stretch of
whitewater in the entire
Midwest, 9 golf courses,
hundreds of miles of bicycling
routes and trails and our new
forest canopy zip-line tour,
there's plenty for you do!

So set your own pace and
enjoy springtime in Marinette
County, Wisconsin!

Marinette County Tourism
601 Marinette Ave.
Marinette, WI 54143

800-236-6681
www.therealnorth.com

Attachment A

On Wisconsin Outdoors - Mar/Apr print ad

June 1 - Free day
at Marinette County Parks
June 2 - Governor Thompson
State Park Open House



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MARINETTE COUNTY, WI

There's room for you in
Marinette County, Wisconsin
- the real north!

With nearly 300 miles of
award-winning ATV trails, six
county park campgrounds, 14
waterfalls and Governor
Thompson State Park there
are plenty of places for you to
"get away from it all".

So set your own pace and
enjoy springtime in Marinette
County, Wisconsin!

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Marinette, WI 54143

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On Wisconsin Outdoors May/June print ad

the real north
MARINETTE COUNTY, WI

Set your own pace

Visit the exciting renovations at Badger Park in Peshtigo, Morgan Park in Niagara and Governor Thompson State Park in Crivitz!

Whether you prefer human power or horsepower, there's room for everyone in Marinette County. Visitors can access 14 waterfalls, nearly 300 miles of connected ATV trails, 9 golf courses, acres upon acres of public forestlands, and hundreds of miles of rivers, streams, inland waters and the Bay of Green Bay. Create your own affordable adventure at the pace you prefer in the real north.

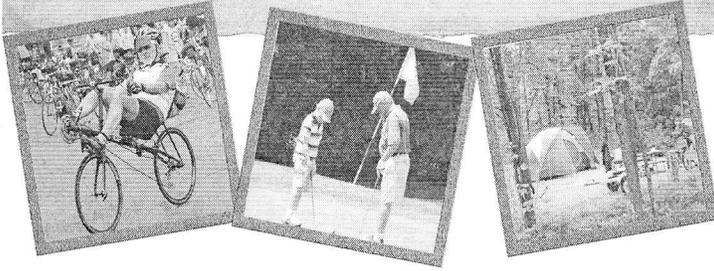
MARINETTE COUNTY TOURISM
800-236-6681

American Road Magazine - June print ad

the real north

MARINETTE COUNTY, WI

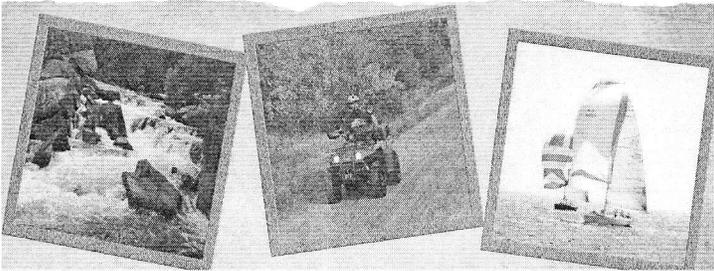
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Menominee River Century Bike Ride - June 23 • 30th Annual Porterfield Country Music Festival - June 8-16
Aurora-MACC Run/Walk - July 6 • Marinette Logging & Heritage Festival - July 13-14 • Hog Wrestling Championships - July 20
Cruisin Oldies Concert, Car and Tractor Show - July 19-21 • Marinette County Fair - August 22-25

Whether you prefer horsepower or human power, there's room for you in Marinette County. Visitors can access nearly 300-miles of connected, year-round ATV trails, hundreds of lakes, the waters of Green Bay, 14 waterfalls, 9 golf courses, and much, much more!

Choose the pace you prefer in Marinette County - *the real north!*



Wisconsin Summer Travel Guide

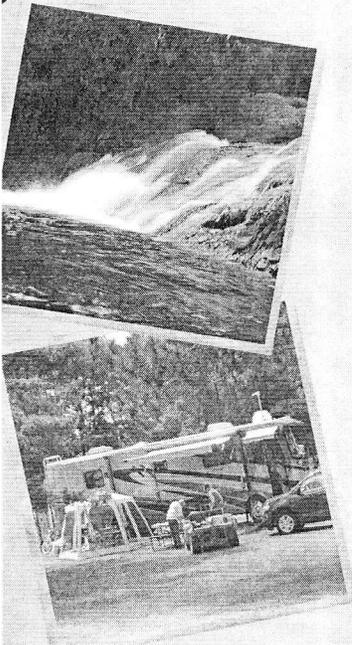
Enjoy the renovations at Morgan Park in Niagara
Be sure to visit the 100-unit campgrounds at Governor Thompson State Park!

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MARINETTE COUNTY, WI

Set your own pace!

Whether you prefer horsepower or human power, there's room enough for everyone in Marinette County. Visitors can access nine golf courses, 14 waterfalls, challenging whitewater, more than 370 miles of connected ATV trails, and hundreds of inland lake, rivers and the waters of Green Bay. Create your own affordable adventure at the pace you prefer in the real north.

Marinette County Tourism
601 Marinette Ave.,
Marinette, WI 54143
www.therealnorth.com
800-236-6681



Be sure to visit the renowned campgrounds at Morgan County and Governor Thompson State Park.

Whether you prefer horsepower or human power, there's room enough for everyone in Marinette County. Visitors can access nine golf courses, 14 waterfalls, challenging whitewater, more than 370 miles of connected ATV trails, and hundreds of miles of rivers, streams, inland waters and the Bay of Green Bay. Create your own affordable adventure at the pace you prefer in the real north.

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Milwaukee Journal Sentinel Summer Getaways



Set your own pace.

If human power is what you crave, there's room for you in Marinette County. Visitors can access numerous hiking or biking trails and routes, hundreds of miles of rivers, streams, inland waters and the Bay of Green Bay as well as acres upon acres of public forest lands. Create your own affordable family adventure at the pace you prefer in the real north.

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Marinette County Tourism
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Silent Sport Magazine - April/May print ads

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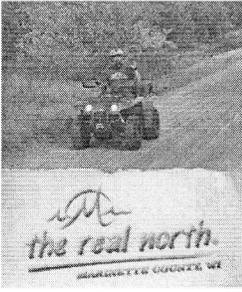
Whether you prefer human power or horsepower, there's plenty of room for you to enjoy Marinette County - *the real north!*

With over 200 miles of award-winning ATV trails, 14 waterfalls, our new zip-line tour, some of the best whitewater in the entire Midwest and 444 inland lakes, we have what you crave!

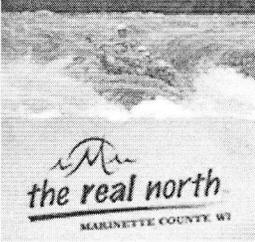
Visit us today!

Marinette County Tourism
800-236-6681
www.therealnorth.com

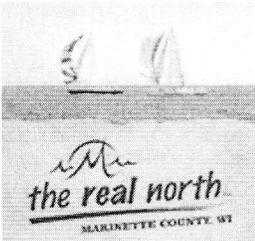
Fun in Wisconsin



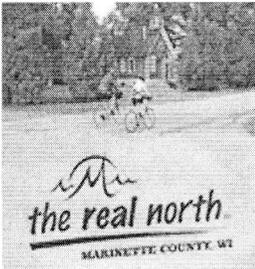
On Wisconsin Outdoors May Web ad



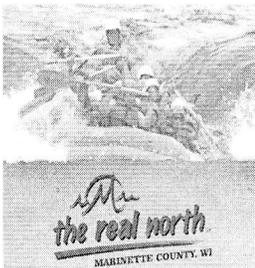
American Road May Web ad



American Road June Web ad



American Road July Web ad



Silent sport April web ad