



# AGENDA

## Marinette County Tourism Alliance

Wednesday, October 16, 2019

3:00 PM

Crivitz Fire Station, 1211 F.J. Street, Crivitz, WI 54114

1. Call to Order
2. Approve agenda
3. Approve minutes of August 21, 2019
4. Public Comment - Speakers will be limited to 5 minutes
5. Correspondence
6. Discuss/consider Economic/Development Options for Organizational Structure specifically Tourism Options, action if any.
7. Discuss/consider marketing suggestions/ideas to promote the County.
8. Information Only – Committee members share upcoming community events
9. Future Agenda Items
10. Next meeting – Date/Time/Location
11. Adjournment

PLEASE NOTE: AGENDA ITEMS MAY NOT BE CONSIDERED AND ACTED UPON IN THE ORDER LISTED

### Receiving agenda:

Lindsay Callow	Bonnie Popp	County Clerk	Gail Freitag
Sally Witt	Tricia Grebin	Melissa Ebsch	Katie Torres
Randy Polson	Jeff Gendron	Maggie Kailhofer	Media
Janine Severson	John Guarisco	John Lefebvre	
Clancy Whiting	Shirley Prudhomme		

If you are an individual who needs a special accommodation while attending the meeting as required by the “Americans With Disabilities Act”, please notify County Clerk Kathy Brandt, Marinette County Courthouse (715-732-7406) at least 48 hours prior to the meeting in order to make suitable arrangements. Thank you.

### PUBLIC COMMENT PROCEDURE

Marinette County Code of Ordinances

Chapter 2 – COUNTY GOVERNMENT

Section 2.04 - COUNTY BOARD RULES OF PROCEDURES

**(7)(k) Rules of Order.** Any person not a member of the Board/Committee, desirous of addressing the Board/Committee under public comment on any subject, shall first obtain permission from the Board/Committee Chairperson. All such addresses shall be limited to 5 minutes unless otherwise extended by the Board/Committee Chairperson.

**(10)(a) Suspending, Changing and Interpreting the Rules.** These rules may be suspended by affirmative vote of two-thirds of the members present. The vote on any motion to suspend the rules shall be taken by roll call vote.



## MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE

Wednesday, August 21, 2019 – 5:30 P.M.  
Crivitz Village Hall, 800 Henriette Ave – Crivitz, WI 54114

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### Meeting Minutes

**Members Present:** Janine Severson Sally Witt Bonnie Popp Tricia Grebin  
Clancy Whiting Randy Polson John Guarisco  
Lindsay Callow Shirley Prudhomme

**Member(s) Absent/Excused:** Jeff Gendron

**Others Present:** John Lefebvre, County Administrator  
Melissa Ebsch, Marketing and Tourism Director  
Maggie Kailhofer, State Park  
Roberta Davis, inVenture North

1. **Call to Order**

The meeting was called to order by Chairperson Popp at 5:30 pm in the Crivitz Village Hall.

2. **Approve/Amend Agenda**

**Motion** (Grebin/Callow) to approve the agenda as distributed and posted. Motion carried. No negative votes.

3. **Approve/Amend Minutes**

**Motion** (Guarisco/Polson) to approve the minutes of the May 8, 2019, meeting as printed and distributed. Motion carried. No negative votes.

4. **Public Comment:**

No comments.

5. **Correspondence**

None

6. **Tourism Alliance Purpose Statement.**

No Action

7. **Marketing and Tourism Director's Report**

Ebsch handed out some information related to recent marketing efforts. Ebsch reviewed with the Committee a draft Destination Marketing Plan. Ebsch will make amendments to the plan based upon the comments received and will present an updated draft of the plan to the Committee before it is finalized.

8. **Marketing Suggestions/Ideas to Promote the County**

Committee discussed the current website and the need to review it frequently to make sure it is current and to always pay special attention to eliminating spelling and grammatical errors. Ebsch reviewed with the Committee a draft Destination Marketing Plan. Committee discussed billboards and the optimum location for billboard advertising. The use of Instagram and snap chat in addition to facebook.

9. **Upcoming Community Events**

Various members of the Alliance shared news and event information with the group. Kailhofer stated that the Fall Color Tour at Thompson State Park will be the weekend of September 28<sup>th</sup>.

10. **Future Agenda Items**

- Draft Destination Marketing Plan
- Bay Lake Regional Planning Commission Report on Economic Development/Tourism Options for Organizational Structure
- Update Bicycle Trail Promotion and Efforts to Improve the Bicycling Experience

11. **Next Meeting**

- Wednesday, September 18, 2019 at 3 pm Crivitz Village Hall if available. If not available, then the Crivitz Fire Station.

11. **Adjourn**

**Motion** (Grebin/Guarisco) to adjourn. Motion carried. No negative votes. Meeting adjourned at 6:55 pm.

Minutes prepared by John Lefebvre, County Administrator

## **County Options for Tourism Marketing & Promotion**

This Fall 2019 the County Board Development Committee will be recommending to the entire County Board how to continue tourism marketing in the future. Below is a list of possible options to be considered:

### **1. Bay Lakes Regional Planning Commission (BLRPC) Recommendation**

The BLRPC presented to the County Board yesterday (9-17-19) their study on economic development of the county and recommended inVenture North (formerly MCABI) conduct economic development and tourism promotion for the county.

### **2. Continue or Revise current contract with the City to conduct tourism promotion/marketing**

The current contract ends Dec. 31, 2019. The current contract could be revised to require a Marketing Committee of perhaps 5 people to decide and vote on all tourism marketing & promotion for the county. The five people could be the City's Tourism Director plus 4 people representing the rest of the county – perhaps members from the Tourism Alliance.

### **3. Hire the Crivitz Recreation Association (CRA) to conduct tourism marketing for the County**

Would this organization be interested in such a proposal?

### **4. Create a County Department & employee position(s) responsible for tourism marketing/promotion, public relations and perhaps even economic development**

For example, Vilas County (Eagle River) has a Tourism & Publicity Department and employee(s). Trempealeau County (northwest of Lacrosse County) has a Tourism & Economic Development Department and employee(s). Bayfield County (on Lake Superior) has a Tourism Department with 3 employees.

### **5. Hire Pilch & Barnet, an agency specializing in destination marketing**

Vilas County uses this agency, based in Madison, to help their county strategize and stay ahead of trends and emerging demographics in tourism.

### **6. Create a county-wide Convention & Visitor's Bureau (CVB)**

The current County Tourism Alliance could be responsible for creating/drafting the bylaws for this CVB option.

### **7. Create a Tourism Matching Grant Program for communities to do their own tourism marketing**

Communities in the County could apply for funds from the County to promote their area and events.

### **Other options?**

# inventurenorth

## TARGETED STRATEGIC RESULTS

Attract and Retain:  
Increase Population by 30 Percent

Create \$20M in Distinctive Assets

Bring 'Real' Household Income Up to National Average

### COMMUNITY-BASED ECONOMIC DEVELOPMENT

Housing  
Arts & Entertainment  
STEAM Outreach  
Recreation  
Continuing Education  
Rural Community Partnerships

### TOURISM

Targeted Content  
Extend Reach  
Destination Marketing  
Utilize Alliance & Committees  
Market Unique Features

### BUSINESS RETENTION & EXPANSION

SCORE  
WMCOE (Incubator)  
Small Business  
Startups & Entrepreneurship  
Corporate, Industrial & Manufacturing Partnerships



### DISTINCTIVE ASSETS

Additive Manufacturing (AM)  
STEAM  
Maritime  
Supply Chain  
Forestry & Agriculture

