



## MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE

Thursday, March 8, 2018 – 5:30 P.M.

Crivitz Village Hall, 800 Henriette Ave – Crivitz, WI 54114

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### Meeting Minutes

**Members Present:** Shirley Prudhomme                      Shelly Lindner  
Randy Polson    Liz Chapman  
Ginger Deschane    Tricia Grebin  
Sally Witt

**Member(s) Absent/Excused:** David Zahn  
Shirley Kaufman

**Others Present:** John Lefebvre, County Administrator  
Maggie Kailhofer, State Park

1. **Call to Order**

The meeting was called to order by Vice Chairperson Chapman at 5:30 pm.

2. **Approve/Amend Agenda**

**Motion** (Deschane/Lindner) to approve the agenda as printed. Motion carried. No negative votes.

3. **Public Comment:**

No Public Comment

4. **Approve/Amend Minutes**

**Motion** (Polson/Grebin) to approve the minutes of February 8, 2018 meetings as printed and distributed. Motion carried. No negative votes.

5. **Current News and Event Correspondence**

Various members of the Alliance shared news and event information with the group.

6. **Update on State Park**

Governor Tommy Thompson State Park campground to open the last weekend in April for the 2018 season. June 2<sup>nd</sup> and 3<sup>rd</sup> is a free State park, trails and fishing weekend.

7. **Tourism Report**

Lefebvre reviewed with the member's information related to the distribution of maps/brochures, paid advertising, trade shows and an update on the new Tourism Website.

8. **MCABI Update**

Lefebvre stated that MCABI has hired Robert Pontius as the Executive Director. Mr. Pontius started his new position earlier this week.

9. **Tourism Website**

Lefebvre informed the members that the new tourism website has been completed and currently the Administration and Information Services staff are in the process of populating the website with information. The plan is to launch the website the first of May 2018.

10. **Update on City of Marinette Marketing/Tourism Director Position**

Lefebvre stated that the City of Marinette will be re-advertising for applicants for the vacant Marketing/Tourism Director position. So at the present time County Tourism responsibilities will continue to be completed by the Marinette County Administration.

11. **Roundtable Discussion**

- Advertising ideas – Whether to sell ads to non-Marinette County Businesses for insertion in Marinette County publications; no crowds; watch how much businesses are allowed to provide for information in County publications without it being considered an unpaid ad; & promote the idea that the County has the real thing when it comes to various activities so why settle for an expensive imitation.
- Waterfalls – Include Pemene and Quiver Falls in future publications; correct information in current publications related to the location of the falls; create and advertise information related to the best vehicle routes between the falls; where possible create ADA access to view waterfalls; & identify and make it known the difficulty of the trails accessing the waterfalls;
- Events – Promote the creation of new events - Example was a kite flying event in the winter on a frozen lake.
- Website - Continue to review, update and make improvements to websites
- County Identification – Continue to provide an outline of the State with Marinette County highlighted on all advertisements

12. **Future Agenda Items**

- County Tourism Website Demonstration
- Update on City's progress related to hiring a Marketing/Tourism Director
- Continue roundtable discussion on ideas to enhance tourism

11. **Next Meeting**

- Thursday, April 12<sup>th</sup>, 2018 at 5:30 pm Crivitz Village Hall

12. **Adjourn**

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

Minutes prepared by John Lefebvre, Administrator