



TOURISM ALLIANCE COMMITTEE

TOURISM ALLIANCE MARKETING COMMITTEE MEETING

Thursday, July 24th

The Four Seasons Resort - Miscauno Island

Present: Dave Schultz, Don Novak, Jim Orlowski and Barb Verdegan

- 1. Call to order.**
Meeting was called to order at 9:15am.
- 2. Approve/amend agenda.**
Orlowski motioned to approve the agenda, Verdegan seconded. Motion passes.
- 3. Approve/amend minutes of June 26th, 2008.**
Orlowski motioned to approve the meeting minutes, Schultz seconded. Motion passes.
- 4. Public Comment - speakers will be limited to 5 minutes, no action taken.**
Orlowski commented that advertising seems to be working. Jim has a lot of new customers from the New Berlin area to Milwaukee. Averaging 30 calls per day requesting information..
 - a. Update website and web marketing plan.**
Verdegan made the motion to prepare an advertising promotion including the Tourism Guide and the RealNorth website, reviewed by the committee prior to and the presented at the Alliance meeting on August 7th. Schultz seconded. Motion passes.
- 5. Media Kit.**
A lot of information is still missing. Orlowski made the motion to allow Verdegan to contact Mary Johns to implement a process to communicate website changes and/or additions to Verdegan who will then communicate to Boomerang Marketing, Schultz seconded. Motion passes.
- 6. Discuss marketing needs & directives - Karen Widmar. Action if any.**
Orlowski made the motion to advertise in the Wisconsin Journeys supplement 'Wisconsin Trails'. \$240 for a ¼ page plus \$50 hotlink on their website for one year. Orlowski made the motion to advertise in the Fall quarterly advertising in Wisconsin Journeys for the banner ad, \$311. Verdegan seconded. Motion passes. We also discussed replacing the dwindling hunting market with the wealthy senior market in the Chicago area. This market would potentially visit Marinette County more than one season per year. Schultz made the motion to approve the invoice of \$155 for the

purchase of 25 DVD's of the ATV Discover Wisconsin show. Orłowski seconded. Motion passes.

- 7. 2009 budget discussion & finalization, action if any.**
We would like to reduce by 50% the ads in Living on the Lake until we can measure the success. We also discussed concern about the reduction in the allocation for Misc. Snowmobile. We would like to see \$7,500 in Broadcast in general and not broken out for Discover Wisconsin & Charter. We are committed to \$2500 for Discover Wisconsin. The committee decided that we will review the budget individually and discuss in detail with Karen at the August committee meeting.
- 8. Future Agenda items.**
 - a. Budget finalization**
 - b. Website Advertising/Links and/or Banner Ads**
 - c. Media Kit**
 - d. 2008 Marketing needs**
 - e. 2009 Advertising Campaign Proposal**
- 9. Schedule next meeting date.**
The next meeting date is August 28th. This will be a joint meeting with the Research committee to assess needs.
- 10. Adjourn**
Verdegan made the motion to adjourn at 11:17, Schultz. seconded, motion passes.