



## MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE

### TOURISM ALLIANCE MARKETING COMMITTEE MEETING THURS. DECEMBER 4, 2008 - 9 A.M. NORTH COUNTRY INN, DUNBAR

Committee members present: Dave Schultz, Jim Orłowski, Leon Popp, Jim Brien

Others present: Jamie Darge

1. CALL MEETING TO ORDER  
The meeting was called to order by Chair Schultz at 9:04 a.m.
2. APPROVE/AMEND AGENDA  
**Motion** (Popp/Orłowski) to amend agenda (move item #4 to after item #12). Motion carried. No negative votes.
3. APPROVE/AMEND MINUTES OF OCTOBER 30, 2008  
**Motion** (Orłowski/Schultz) to APPROVE the minutes as presented. Motion carried. No negative votes.
4. PUBLIC COMMENT – item moved to later on agenda, after item #12.  
Verify if approval was given for sports shows:
  - Milwaukee Sports Show – 50/50 co-op with Crivitz Rec. Association
  - Green Bay Sports Show – Crivitz Rec. Association
  - Madison Deer Classic
  - Rockford Sports Show – 50/50 co-op with Pine Acres Resort
  - Chicago land – 50/50 co-op with Popp’s ResortCrivitz Rec. Association will do 50/50 co-op IF Marinette County Tourism Alliance with join in for half.
5. NEWS REPORT – ATV AND SNOWMOBILE TRAIL EXTENSIONS PER PARKS DEPT. ACTION, IF ANY.  
ATV and Snowmobile extensions per the parks department are as follows:
  - 12Ft. Falls Park will be open for snowmobiling this year.
  - St. Hubert Shrine will be open for year round ATV and snowmobiling – now has a caretaker to help with upkeep.
  - Goodman Park will have snowmobile trails and a parking area at the old logging road. The trail will drag into the park, past the campground and west to Benson Lake Rd. Iron Snowshoe will groom. **No action required.**
6. RESULTS OF SURVEY CARDS – ACTION, IF ANY.  
Complete the survey cards report on a quarterly basis. Follow-up with John Guarisco on putting a slot in the Crivitz Tourism Information booth for completed cards to be dropped off. Also, get an empty box to blank cards to be picked up by visitors. Check with Rene Kresl to see if we can get the same for the Peshtigo booth.  
Chamber to gather and report on statistics on informational calls. Zip code, what activity was inquired about and where did they hear about us. **No action required.**
7. DISCUSS 10 FREE :30 SECOND ADVERTISEMENTS ON WHTO FM 106.7 – ACTION, IF ANY.  
Gear radio ads to “the real north” and winter activities – ice-fishing, snowmobiling, cross country skiing. Karen Widmar to get commercials ready. Commercials will be aired between Dec. 26, 2008

and Jan. 10, 2009. **Motion** (Popp/Orlowski) to approve free commercials. Motion carried. No negative votes.

8. **DISCUSS 2009 BUDGET AND COMPLETE MARKETING BREAKDOWN – ACTION, IF ANY.**  
Change Gannet publications for Fond du Lac, Sheboygan and Manitowoc Counties from print in April, June and end June/early July to March, April and May. Make the same change for Sheboygan, Manitowoc and Two Rivers publications to March, April and May.  
WATA Trail Tales to run for spring and fall publications only. Do co-op with clubs and businesses – county to pay for banner only.  
No more advertising in Ohio Snowmobiler, Wisconsin Journeys and Sno-Tracks  
Complete newsletter annually instead of quarterly. Initial allocation was \$4000 changed to \$800. To be sent out one month prior (approx. April) to solicitation of visitor guides advertisements. Moved the remaining \$3200 to advertising. (Account 412 to 426). **Motion** (Popp/Orlowski) to approve budget changes as described. Motion carried. No negative vote.  
Billing:
  - Boomerang Marketing \$3117.95
  - Boomerang Marketing \$977.01**Motion** (Schultz/Orlowski) to approve Boomerang expenditures.
9. **DISCUSS SUMMARY COVER SHEETS - ACTION, IF ANY.**  
Summary cover sheets are to be presented to the Marinette County Tourism Alliance Committee approximately 1 quarter to contract with publication. Marketing Committee will need some leeway with time frame. Marketing Committee may need to act quickly on any changes if there isn't the response that was anticipated with the ad. All changes will stay within the budget. Marketing Committee will submit a "change" request to the Marinette County Tourism Alliance Committee for reallocation of those funds. **Motion** (Orlowski/Brien) to approve summary cover sheet process. Motion carried. No negative votes.
10. **DISCUSS AND IDENTIFY THE 26 ASSETS THE COUNTY HAS, CROSS RECREATOR, WHO THEY ARE – ACTION, IF ANY.**  
Group assets together into "like" categories. For instance, bird watching, horseback riding and bicycling trails would be grouped into "silent sports" for visitor guide. Layout sections in guide to better bring attention to these asset groups.
11. **DISCUSS TRAVEL WISCONSIN – MARKETING PLA – ACTION, IF ANY.**  
Tabled pending further information on publication
12. **DISCUSS ATV ILLUSTRATED APPROVAL FROM MCTAC – ACTION, IF ANY.**  
Still recruiting partnerships for co-op. Currently have verbal commitments from Wildman Ranch, Trail North ATV Adventures and Dun-Good Riders for commitment towards \$1500.00. Probable commitment from Iron Snowshoe – will confirm by January meeting. 4 partners would break down to \$375.00 each. With \$1500 from county and \$3000 from state. No action required.
13. **FUTURE AGENDA ITEMS**
  - Discuss Peshtigo River Trail connection. Action, if any
  - Show finished guide
  - Sport show status and approvals from MCTAC
14. **NEXT MEETING DATE, TIME, LOCATION**  
January 7, 2009, 9 a.m., place TBD
15. **ADJOURN MEETING**  
**Motion** (Brien/Schultz) Motion carried. No negative vote. Meeting adjourned at 11:38a.m.

Submitted by  
Jamie Darge, Marinette County Tourism Director

