



MINUTES

Tourism Alliance Committee

Thursday, January 10, 2008
Newingham's Supper Club
Wausauke, WI

MEMBERS PRESENT: Linda Swick, Shirley Prudhomme, Jon Kukuk, Rene Kresl, Mary Johns, Jim Orłowski, Peggy Hansen, Dave Schultz

MEMBERS EXCUSED: Ken Casper, Don Novak and Vicki Jungblut

OTHERS PRESENT: Becky DeWitt, Leon Popp, Paul Putnam, Barb Verdegan, Jim Brien, Amy Shaffer, John Deschane, John Guarisco, Steve Corbeille

1. Call to Order

Chairperson Linda Swick called the meeting to order at 6:00pm

2. Approve/Amend Agenda

Motion (Kresl/Hansen) to approve agenda as presented. Motion Carried. No Negative Vote.

3. Approve/Amend Minutes

Motion (Kukuk/Kresl) to approve the minutes of December 13, 2007. Motion carried, No Negative Vote.

4. Public Comment

Amy Shaffer-Spoke against the 5% lodging tax and suggested the county sales tax should be used to fund tourism promotion.

John Deschane-Handed out a sample resolution (copy attached) which recommended suggestions to the contract being proposed with the M & M Chamber of Commerce.

John Guarisco-handed out a letter from the Crivitz Recreation Association complimenting Kay Eaton and requesting qualities to look for in a replacement for Director.

5. Election of Chairperson and Vice Chairperson

Shirley Prudhomme was nominated for Chairperson by Jim Orłowski/Dave Schultz. Jon Kukuk was nominated for Chairperson by Renee Kresl/Linda Swick.

A ballot vote was taken with the following results:

Jon Kukuk-5 votes and Shirley Prudhomme 3 votes

Chairperson Kukuk opened nominations for Vice chairperson. Shirley Prudhomme was nominated for Vice Chairperson by Jim Orłowski/Dave Schultz.

Motion (Schultz/Kresl) to close nominations and cast a unanimous ballot for Shirley Prudhomme. Motion carried, No Negative Vote.

6. Chairperson & Vice Chairperson Appointments of Three Members to following Committees:

- **Marketing**
Mary Johns
Dave Schultz
Jim Orłowski
- **Finance**
Renee Kresl
Ken Casper
Peggy Hansen
- **Research Committee**
Don Novak
Vicki Jungblut
Linda Swick

Motion (Prudhomme/Swick) to accept committee appointments. Motion carried, No Negative Vote.

7. Election of Chairperson and Vice Chairperson of the following Committees:

- **Marketing** - Dave Schultz, Chairperson (No Vice Chair elected)
- **Finance** - Renee Kresl, Chairperson (No Vice Chair elected)
- **Research Committee** – Don Novak, Chairperson (No Vice Chair elected)

Motion (Prudhomme/Swick) to approve sub-committee chairpersons. Motion carried, No negative Vote.

8. Approval of Marketing, Budget and Research Committee Chairpersons Appointments of Up to Six At Large Alliance Members to Serve on these Standing Committees

- **Marketing** – Jim Brien and Leon Popp
- **Finance** – Amy Shaffer

- **Research Committee** – John Deschane and Becky DeWitt

Motion (Swick/Orlowski) to approve at-large Alliance Member appointments to sub-committees. Motion carried, No Negative Vote.

9. Marketing the Services of the Tourism Alliance to Municipalities

Motion (Prudhomme/Hansen to approve work group to market the Tourism Alliance to municipalities. Motion carried, No Negative Vote.

10. Approval/Payment of Invoices

Motion (Kresl/Johns) to approve payment of invoices in the amount of \$4,157.73 and recommend invoices in the amount of \$5,385.00 to the County Board. Motion carried, No Negative Vote.

11. Reports from Workgroups

- **Marketing – Sales of Links/Ads on The Real North Website to Local Businesses**

Discussion about using the website as a means of generating revenue occurred and the Marketing Committee will report back to the Alliance for formal approval at a future meeting.

- **Research –No action taken**

- **Budget – Contract with M & M Chamber of Commerce for duties of Executive Director**

Chair Kukuk handed out copies of a draft contract and ask the group to provide input to the Chair or County Administrator by February 1, 2008.

Possible Amendments to By-Laws of Alliance- No action taken

Budget Transfers- No action taken

12. Set Meeting Dates for Planning Sessions with Marinette County Community Resource Development Agent, Paul Putnam

Process planning session set for 5:30pm -6:00pm on 2/21/08 at Newinghams Supper Club, Wausaukee, WI.

13. Future Agenda Items

Request for funding by the Four Seasons Resort \$300 per diem to attend the Heartland Travel Showcase.

14. Next Meeting Date

February 21, 2008 6pm at Newinghams Supper Club, Wausaukee, WI.

15. Confusion Regarding Alliance By-Laws Versus Rules of Procedures and Remedy

Motion (Orlowski/Hansen) to change terminology from by-laws to rules of procedure on all Tourism Alliance Documents. Motion carried, No Negative Vote.

16. ATV Event in August 2008 at Marinette County Fairgrounds

Motion (Prudhomme/Hansen) to direct the Marketing Committee to create a plan for an ATV event and present the plan for approval before the Alliance & pursue grant funding for the event. Motion carried, No Negative Vote.

17. Grant Application to Wisconsin Department of Tourism for August 2008 ATV Event

See item 16

18. Presentation of Media Kit by Karen Widmar, Boomerang Marketing

No action taken

19. Adjourn

Motion (Hansen/Johns) to adjourn at 8:36pm. Motion carried, No Negative Vote.

Steve Corbeille

Date approved/corrected: