



## MINUTES

### Tourism Alliance Committee

Thursday, May 8, 2008  
Hansen's Family Restaurant  
Coleman, WI

MEMBERS PRESENT: Jon Kukuk, Shirley Prudhomme, Rene Kresl, Mary Johns, Peggy Hansen, Ken Casper and Nicholas Lakari

MEMBERS ABSENT: Dave Schultz, Don Novak Jim Orłowski and Linda Swick

OTHERS PRESENT: Barb Verdegan, Paul Putnam and Steve Corbeille

#### 1. Call to Order

Paul Putnam called the planning session to order at 2:30 p.m.

#### 2. Approve/Amend Agenda

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

#### 3. Planning Session 2:30 p.m. – 6:00 p.m.

No action taken. Discussion Only.

**Regular monthly meeting began at 6:01 p.m.**

#### 4. Approve/Amend Minutes

**Motion** (Kresl/Hansen) to approve the minutes of April 10, 2008. Motion carried, No Negative Vote.

#### 5. Public Comment

None

#### 6. Financial Report – Current Invoices and April Report

**Motion** (Casper/Prudhomme) to approve schedule of vouchers as presented. Motion carried, No Negative Vote, Mary Johns abstained.

Rene Kresl presented the April financial report and no action was taken.

## **7. Weblink Advertising on Real North Website**

No action. Repeat on next month agenda.

## **8. Workgroup Reports**

- **Marketing** – Shirley Prudhomme reported on the ad plan for therealnorth.com and the proposed media kit.
- **Finance** - None
- **Research Committee** – None

Shirley Prudhomme was excused at 6:55 p.m.

## **9. Rental contract for Marinette County Fair Space**

**Motion**(Lakari/Kresl) to approve rental agreement and one-half payment of \$64.00 for the fair booth with marketing committee developing a plan to staff the booth.

## **10. Marketing Services with Boomerang Marketing**

No action taken.

## **11. Update on proposed ATV event**

No action taken.

## **12. Future agenda items**

- Weblink Advertising on Real North Website

## **13. Next Meeting Date**

The next meeting is scheduled for Wednesday, May 21, 2008 at 6:00 p.m. at the Best Western meeting room, Crivitz. The next planning session is scheduled for Wednesday, May 28, 2008 from 2:00 p.m. – 5:00 p.m. at the Crivitz Village Hall. The next regular monthly meeting is scheduled for Thursday, June 12, 2008.

## **14. Adjourn**

**Motion** (Lakari/Kresl) to adjourn at 8:07 p.m. Motion carried, No Negative Vote.

Steve Corbeille

Date approved/corrected: