



MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE
FINANCE COMMITTEE MEETING
THURSDAY, JANUARY 14, 2010 – 5 P.M.
COLEMAN MUNICIPAL BUILDING – 202 E. MAIN ST. - COLEMAN

Committee Members Present: Chair Renee Kresl, Vice Chair Ken Casper, Peggy Hansen, Jon Kukuk, Amy Shaffer,

Committee Members Absent & Excused: None

Others Present: Jamie Darge, Tourism Director; Peggy Landwer, At Large Member

1. CALL TO ORDER

The meeting was called to order by Chair Kresl at 5:05 p.m.

2. AGENDA

MOTION (Casper/Hansen) to approve the agenda. Motion carried. No negative votes.

3. MINUTES OF DECEMBER 17, 2009

MOTION (Casper/Hansen) to approve the meeting minutes as presented. Motion carried. No negative votes.

4. PUBLIC COMMENT

Darge reported that the Tourism Alliance Trade Show Guidelines were approved by Corporation Counsel and would be on the February agenda for approval.

5. RECOMMENDATIONS FROM CORPORATION COUNSEL REGARDING CHANGES TO THE TOURISM ALLIANCE CO-OP MARKETING GUIDELINES

Discussion included specifically stating what each partnership co-op will be advertising or promoting and adding contact information for both parties to the 2nd page of the co-op marketing guidelines.

MOTION (Casper/Shaffer) to amend the co-op marketing guidelines by adding contact information for both parties and by creating an area to specify advertising details with each partnership. Motion carried. No negative votes. (Attachment A)

6. TOURISM ALLIANCE BUDGET (YEAR-TO-DATE)

Discussion included subtracting the previously approved invoice for the 50/50 trade show co-op with Iron Snow Shoe, Inc for participation at two snowmobile expo shows for a total of \$999.01. The year-to-date budget total expenditures and carryover will now be \$9519.88.

MOTION (Casper/Hansen) to approve the above noted change to the year-to-date budget by subtracting \$999.01 from the total expenditures to have a carryover of \$9519.88. Motion carried. No negative votes. (Attachment B)

7. CONTRACT BETWEEN THE MARINETTE MENOMINEE CHAMBER OF COMMERCE AND MARINETTE COUNTY FOR THE TOURISM DIRECTOR POSITION

Discussion included reviewing the contract and noting any items that should be brought up for discussion at the February meeting, such as mileage for distribution of the county visitor guide and who sells co-op agreements to potential partners. Discussion also included Kresl to sit down with Kukuk, Mary Johns of the Chamber and County Administrator Steve Corbeille to negotiate changes to the contract for Finance Committee approval. No action taken. (Attachment C)

8. REIMBURSEMENT OF COSTS FOR JIM ORLOWSKI OF PINE ACRES RESORT FOR PARTICIPATION IN THE ROCKFORD, IL FISHING & OUTDOOR EXPO, MARCH 5, 6, 7, 2010 AT INDOOR SPORTS CENTER, ROCKFORD, IL.

MOTION (Hansen/Casper) to approve up to \$600 at 50% reimbursement of the cost range provided on the Trade Show Funding Request of \$600-\$1200 providing submission of a cost breakdown and copies of actual receipts from Orłowski. Motion carried. No negative votes.

9. ADDING A NEW BUDGET ACCOUNT CODE FOR ATTENDING EDUCATIONAL SEMINARS AND CONFERENCES BY TOURISM ALLIANCE MEMBERS

No action taken.

10. APPROVAL OF FUNDING FOR A TOURISM ALLIANCE MEMBER TO ATTEND THE GOVERNOR'S CONFERENCE IN MILWAUKEE, WI FROM MARCH 14-17, 2010

MOTION (Kresl/Hansen) to recommend to the Tourism Alliance Committee that funding come out of the special projects account 498-000 to send one member to the governor's conference. Motion carried. One negative vote (Casper).

11. FUTURE AGENDA ITEMS

- Milwaukee Sport Travel Show - March 10-14, 2010 - 50/50 co-op with Crivitz Rec.
- Madison Fishing Expo - February 26-28, 2010 - 50/50 co-op with Crivitz Rec.
- America Outdoor Show - January 27-31, 2010 - 50/50 co-op with Popp's Resort
- Tourism contract

12. NEXT MEETING DATE, PLACE AND TIME

To be determined.

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13. **ADJOURN**

MOTION (Hansen/Casper) to adjourn the meeting at 6:15pm.

**Attachments that may be noted above are available for public viewing by contacting Marinette County
Tourism at 800-236-6681.*

Jamie Darge
Marinette County Tourism Director
January 15, 2010

Date Approved or Corrected



Attachment A

MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE CO-OP MARKETING GUIDELINES

Co-op Marketing is the partnership of two or more parties that wish to share the expenses of a marketing venture. The term "applicant" refers to any organization, business or person requesting a partnership with the Marinette County Tourism Alliance Committee and also the Marinette county Tourism Alliance Committee requesting a partnership with another entity. Contact Marinette County Tourism at 1-800-236-6681 for more information.

- 1.) The partnership agreement the applicant is seeking MUST benefit Marinette County Tourism. This may be a radio show and/or advertisement, television show and/or advertisement, print advertisement and/or editorial, or other promotional avenues as approved by the Marinette County Tourism Alliance Committee.
- 2.) An applicant or representative of the applicant shall present a comprehensive report to the Marinette County Tourism Alliance Committee on the proposed partnership prior to consideration for a cooperative marketing agreement by MCTAC.
- 3.) If approved, an applicant must provide the written agreement to the Marinette County Tourism Alliance Committee not later than three months BEFORE the any promotional avenue.
- 4.) Complete applicant sponsorship monetary contribution, if required, must be included with the written agreement. For multi-year agreements, funds will be collected/paid as required by the agreement.
- 5.) After receipt of a signed agreement and requisite payment, if applicable, the Marinette County Tourism Alliance Committee will provide payment, as required, and a copy of the signed agreement.



MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE CO-OP MARKETING AGREEMENT

This agreement is a written contract made this ___ day of _____, 2009 between _____ and the Marinette County Tourism Alliance Committee. This agreement is for the purpose of sponsoring funds for _____.

Detail how the funds will be used (i.e. print advertising in Harbortowns Magazine)

As a sponsoring partner, my responsibilities will be to supply \$ ___ to the Marinette County Tourism Alliance Committee.

My sponsorships total investment will equal \$ _____. The Marinette County Tourism Alliance Committee will sponsor \$ _____, for a total partnership of \$ _____. I have enclosed a check for \$ _____.

This co-op agreement is valid for ___ weeks and will expire on _____.

For multi-year agreements, payments are due _____.

Signed: _____

Dated: _____

Signed: _____

Dated: _____

On behalf of the Marinette County Tourism Alliance Committee

Partner Contact Information:

Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

E/mail: _____

Marinette County Tourism
601 Marinette Ave.
Marinette, WI 54143
Phone: 715-735-6681; Fax: 715-735-6682
jdarge@centurytel.net

TOURISM COMMITTEE - 2010 BUDGET

Attachment B

CALENDAR YEAR 2008		COMMITTED	2008 BUDGET	2009 BUDGET	2010 Proposed Budget
INCOME:					
ACCT 100	2009 FUND BALANCE APPLIED		\$ 19,790.00	\$ 33,690.92	\$ 9,519.88
ACCT 100	COUNTY		\$ 95,000.00	\$ 95,000.00	\$ 95,000.00
ACCT 100	CO-OP ADVERTISING		\$ 1,600.00	\$ 1,500.00	\$ 1,500.00
ACCT 100	TOURISM GUIDE				
ACCT 100	MEMBERSHIPS				
TOTAL INCOME				130,190.92	\$106,019.88
EXPENDITURES:					
ACCT 290	SPORT SHOWS		\$ 5,000.00	\$ 5,000.00	\$ 8,750.00
ACCT 291	PURCHASE OF SERVICE		\$ 50,000.00	\$ 45,000.00	\$ 45,000.00
ACCT 411	POSTAGE		\$ 2,000.00	\$ 2,000.00	\$ 500.00
ACCT 412	NEWSLETTER (QTRLY)		\$ 3,500.00	\$ 800.00	
ACCT 413	COURTHOUSE PRINTING		\$ 250.00	\$ 300.00	
ACCT 426	ADVERTISING		47,292.00	55,523.00	Total Marketing (\$44,314.38)
426-100	ADVERTISING		\$ 5,750.00	\$ -	
426-101	MEDIA KIT		\$ 26,927.75	\$ 42,500.00	\$ 29,313.39
426-102	PRINT ADS		\$ 2,500.00	\$ 2,500.00	\$ 1,750.00
426-103	WEB SITE		\$ 450.00	\$ 450.00	\$ 450.00
426-104	HOSTING WEB SITE		\$ 2,500.00	\$ 2,500.00	\$ -
426-105	DISCOVER WISCONSIN		\$ 7,000.00	\$ 5,000.00	\$ 5,250.99
426-106	CONTRACTED MARKETING SERVICES		\$ 2,164.25	\$ 1,073.00	\$ 1,850.00
426-107	MARKETING MATERIALS			\$ 1,500.00	\$ 3,000.00
426-108	TRAIL NATIONS TV			\$ -	\$ 2,700.00
	ELECTRONIC ADS				
ACCT 498	FUND BALANCE / SPECIAL PROJECTS		\$ 4,750.00	\$ 15,067.92	\$ 2,455.50
ACCT 568	ADMINISTRATION		\$ 2,000.00	\$ 5,000.00	\$ 5,000.00
TOTAL EXPENDITURES			\$ 114,792.00	\$ 128,690.92	\$ 106,019.88

REVISED 1/15/09

TOURISM SUPPORT AGREEMENT

THIS AGREEMENT is made this 27 day of May, 2008 by and between Marinette County d.b.a. Marinette County Tourism Alliance Committee (MCTAC) and Marinette-Menominee Area Chamber of Commerce (Chamber) for the purpose of promoting tourism in Marinette County, WI.

1.0 SCOPE OF SERVICES

The CHAMBER agrees to provide services to promote, administer and effectuate tourism in Marinette County.

2.0 CHAMBER RESPONSIBILITIES

1. Monitor and provide support for the annual tourism budget
2. Prepare agendas and meeting minutes for all MCTAC and sub-committee meetings
3. Attend MCTAC meetings including sub-committees
4. Establish a tourism-marketing plan with MCTAC
5. Design and place tourism ads based upon marketing committee recommendation
6. Distribute and/or respond to mail
7. Provide written summary reports to MCTAC upon request
8. Maintain countywide calendar of events
9. Respond to inquiries related to public snowmobile, cross county, ATV, hiking, or other recreational trails, including but not limited to current trail conditions
10. Respond to all tourism inquiries in a timely fashion
11. Prepare news releases when appropriate
12. Maintain county tourism Websites - www.marinettecounty.com and www.therealnorth.com.
13. Hire personnel, including but not limited to a Tourism Director and provide office space, computers and all tools necessary to carryout the duties under this agreement.
14. Prepare tourism-related grant applications on behalf of Marinette County, as deemed appropriate by MCTAC and the Chamber.
15. Work with other city, village, town, county and state agencies to promote tourism within Marinette County
16. Facilitate the development of an annual tourism plan of action
17. Create, publish and distribute the quarterly tourism newsletter within the established newsletter annual budget
18. Research funding sources for county tourism activities
19. Establish tourism partnerships
20. Track tourism inquiry data
21. Attend tourism shows designated by MCTAC and assess value of attendance
22. Promote tourism inside the county by speaking before various civic and government groups
23. Provide county tourism "800" number at Chamber expense
24. Store and maintain tourism literature in sufficient supply to satisfy short-term demand
25. Store tourism non-financial records, except for bulk stored tourism guides
26. Establish a schedule of regular office hours at mutually agreeable times and locations within Marinette County
27. Design and publish county tourism guide as set forth in Exhibit A, attached and incorporated by reference.
28. See Exhibit A.

3.0 COUNTY RESPONSIBILITIES

1. MCTAC will designate target areas for tourism promotion.
2. MCTAC will develop a marketing strategy.
3. MCTAC will develop an annual budget to fund marketing strategies.
4. MCTAC will review marketing proposals submitted by Chamber.
5. Marinette County Finance Department will pay all invoices and provide financial information for preparation of MCTAC reports upon request

6. Provide bulk storage space for tourism guides.
7. MCTAC will provide feedback to Chamber relating to performance appraisal of Tourism Director
8. Provide current budget information to Chamber upon request.
9. The county will reimburse the tourism director for mileage, out-of-county meals while traveling and for expenses related to MCTAC-approved travel or trade shows and other events requiring out-of-town stays.

4.0 MUTUAL RESPONSIBILITY

MCTAC will appoint two MCTAC members to participate in selection of the Tourism Director and Chamber agrees to give proportionate weight to those members' opinions during the hiring process.

5.0 TERM AND TERMINATION

The period covered by this agreement is from January 1, 2008 through December 31, 2010. Either party may terminate this agreement by providing the other party with 60-day written notice. Both parties agree to commence negotiations or communicate their intent of non-renewal for the subsequent year's contract by September 1, 2010.

6.0 INSURANCE AND HOLD HARMLESS

The CHAMBER shall carry liability insurance against all claims for bodily injury, sickness, disease, death or personal injury or damage to property or loss of use resulting there from arising out of performance of the agreement unless such claims are a result of the COUNTY'S own sole negligence.

CHAMBER shall provide proof satisfactory to the COUNTY that it has in effect at least the following insurance coverages. The COUNTY does not represent that these amounts are sufficient and Chamber should exercise judgment about the adequacy of insurance coverages. CHAMBER'S insurance shall be primary, and to the extent COUNTY insurance may be involved, it shall be secondary.

WORKERS COMPENSATION: CHAMBER shall provide statutory workers compensation coverage for its employees who shall not be considered employees of the COUNTY in any way.

AUTO LIABILITY: Minimum limit of \$300,000 per occurrence to cover bodily injury and property damage arising out of ownership, maintenance, or use of any motor vehicle, including owned, non-owned and hired. CHAMBER may provide COUNTY with proof of individual employee auto liability coverage.

GENERAL LIABILITY: Minimum limit of \$1,000,000 per occurrence. This shall be broad form coverage. Insurance may be provided in the form of a base policy together with umbrella or excess policy. If this is done, the excess or umbrella policy shall not be more restrictive than the underlying policy.

7.0 PAYMENT

The CHAMBER will invoice the COUNTY for \$1,417 (One thousand four hundred seventeen) per month commencing January 1, 2008. The monthly payment shall increase to \$3,750 (Three thousand seven hundred and fifty) per month upon the Chamber hiring a Tourism Director. The Chamber shall invoice for the monthly payment by no later than the first Thursday of the month. The COUNTY will pay said invoice within 30 days of receipt.

8.0 ASSIGNMENT SUBCONTRACTS

This agreement or any right or duty in whole or in part by the CHAMBER under this agreement may not be assigned, delegated or subcontracted to outside associates or consultants without the written consent of the COUNTY. The CHAMBER shall make requests to the COUNTY in writing along with copies of proposed subcontracts or agreements relating to outside associates or consultants required in connection with the services covered by this agreement. The COUNTY shall review the information submitted and respond to the request in writing.

EXHIBIT A

The CHAMBER agrees to provide the services below and act as a representative of the Marinette County Tourism Alliance Committee (MCTAC) while producing the official Marinette County tourism guide.

1. Preparation and publication of the tourism guide are included as a responsibility of Chamber. Profits earned in producing the tourism guide will be reinvested in promoting tourism within the county of Marinette at the mutual agreement of both parties.
2. Research and prepare budget for tourism guide creation
3. Prepare schedule for completion of guide
4. Solicit advertisers and/or advertisements for guide
5. Secure photographs, maps, charts or artwork for guide
6. Design layout of guide
7. Coordinate with cities, towns and villages within county as to desires of their area
8. Coordinate input of county tourism related organization's desires
9. Finalize layout and present tourism guide to MCTAC for approval prior to publication, which typically occurs in January, but may occur later in 2009.
10. Proof read final layout
11. Solicit bids for printing a minimum of 50,000 guides
12. Arrange for distribution of guide
13. Meet regularly with the MCTAC marketing committee during preparation of tourism guide
14. Final report in full disclosure of revenues and expenditures

9.0 COUNTY/CHAMBER CONTACTS

All communications regarding this agreement will be made through the designated COUNTY/CHAMBER contacts. The designated contacts are:

COUNTY - Steve Corbeille

Administrator

1926 Hall Avenue

Marinette, WI 54143-1717

Phone (715) 732-7527

CHAMBER - Mary Johns

Chief Executive Officer

Marinette/Menominee Area Chamber of Commerce

601 Marinette Ave.

Marinette, WI 54143

(715) 735-6681

10.0 ENTIRE AGREEMENT

This agreement shall constitute the entire agreement and previous communications or agreements pertaining to this contract are hereby superseded. Any agreement revisions shall be made by a written amendment to this agreement, signed by both parties prior to the ending date of this agreement.

11.0 CONTRACTUAL RELATIONSHIP

Both parties agree that the relationship between the parties shall be that of an Independent Contractor and shall not be construed to be an Employer-Employee relationship; specifically the parties agree that:

- a) The Chamber is the employer of any person providing services under this agreement.
- b) The Chamber will be responsible to pay all Federal, State and Social Security taxes on any income received under this Agreement.
- c) No fringe benefits or other compensation not specifically stated in this contract shall be paid to Chamber.

12.0 LAWS GOVERNING

The laws of the State of Wisconsin shall govern this agreement.

The undersigned, as representative of the COUNTY and as representative of the CHAMBER, hereto agree to this agreement as of the day and year first written above.

COUNTY

Date By

Kathy Brandt

Kathy Brandt

County Clerk

CHAMBER

Date By

Mary Johns

Mary Johns, CEO
Marinette-Menominee Area Chamber of Commerce.