



MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE
MARKETING COMMITTEE MEETING
THURSDAY, MARCH 7, 2012 – 9 A.M.
QUALITY INN – 1508 MARINETTE AVE. - MARINETTE

Committee Members Present: Chair Jim Brien, John Guarisco, Deva Bhatt

Committee Members Absent:

Others Present: Jamie Darge, Tourism Director; John Gilletly

1. CALL TO ORDER

The meeting was called to order by Chair Brien at 9:00 a.m.

2. AGENDA

MOTION (Guarisco/Bhatt) to approve the agenda as presented. Motion carried. No negative votes.

3. MINUTES OF OCTOBER 18, 2012

MOTION (Guarisco/Bhatt) to approve the minutes as presented. Motion carried. No negative votes.

4. PUBLIC COMMENT

None.

5. CURRENT INVOICES AND BUDGET APPROPRIATIONS

MOTION (Guarisco/Bhatt) to approve the invoices totaling \$2108. Motion carried. No negative votes.

6. WAYS TO TRACK THE COST EFFECTIVENESS OF ATTENDING TRADE SHOWS AND RETURN-ON-INVESTMENT

Discussion included the cost effectiveness of attending trade shows and handing out hard literature with the use of tablets and other hand held internet devices so readily available. Discussion also included not attending trade shows and putting the money towards digital media and tracking the return-on-investment through QAR codes.

7. REVISING THE TRADE SHOW CO-OP GUIDELINES TO PROVIDE A FLAT RATE FOR ALL BUSINESSES THAT SUBMIT A TRADE SHOW CO-OP FUNDING REQUEST TO THE TOURISM ALLIANCE

Discussion included reviewing the current guidelines that are in place with a flat rate option and noting that the guidelines are acceptable. No action taken.

8. PLACING A 3-MINUTE SEGMENT ON BOTH THE LOCAL TELEVISION SHOW "ON TOUR WITH COLLEEN VAN IVES" AND THE NATIONAL TELEVISION SHOW "WELCOME TO OUR NORTH" FOR A TOTAL OF \$675

MOTION (Guarisco/Bhatt) to take no action until the shows are broadcast to see how Marinette County Tourism would fit in. Motion carried. No negative votes.

9. REVIEW 2ND QUARTER PRINT AND WEB ADVERTISEMENTS FOR 2013. (ATTACHMENT A)

The committee reviews the print and web ads for 2nd quarter 2013.

10. FUTURE AGENDA ITEMS

- Use of QAR Codes
- Working committee set up to determine the future of Marinette County Tourism

11. NEXT MEETING DATE, TIME AND PLACE

Thursday, April 25, 2013 at a time and location to be determined.

12. ADJOURN MEETING

MOTION (Brien/guarisco) to adjourn the meeting at 9:45 a.m. Motion carried. No negative votes.

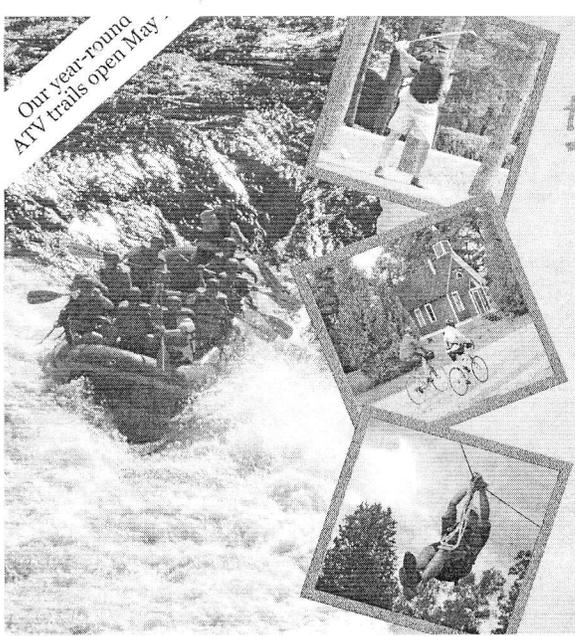
**Attachments that may be noted above are available for public viewing by contacting Marinette County Tourism at 800-236-6681.*

Jamie Darge
Marinette County Tourism Director
March 7, 2013

Date Approved or Corrected

Tourism Alliance Marketing Committee Meeting
Thursday, March 7, 2013
Page 2 of 2

Our year-round
ATV trails open May -



*the real north*SM

MARINETTE COUNTY, WI

There's room for you in
Marinette County, Wisconsin
- *the real north!*

With the longest stretch of
whitewater in the entire
Midwest, 9 golf courses,
hundreds of miles of bicycling
routes and trails and our new
forest canopy zip-line tour,
there's plenty for you do!

So set your own pace and
enjoy springtime in Marinette
County, Wisconsin!

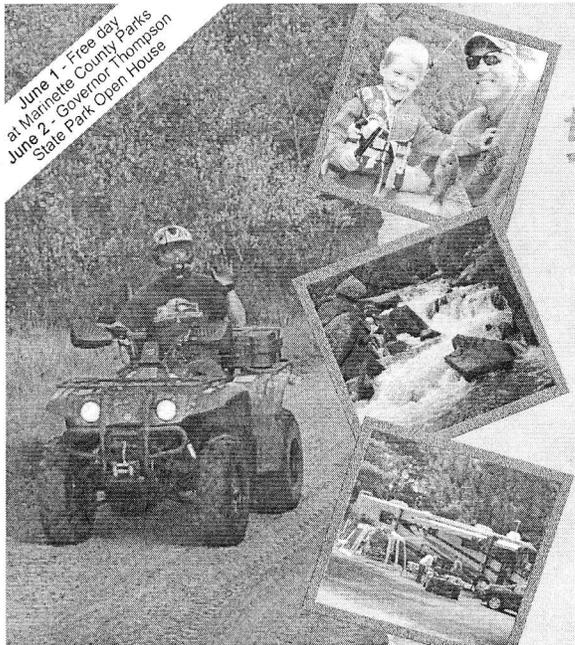
Marinette County Tourism
601 Marinette Ave.
Marinette, WI 54143

800-236-6681
www.therealnorth.com

Attachment A

On Wisconsin Outdoors - Mar/Apr print ad

June 1 - Free day
at Marinette County Parks
June 2 - Governor Thompson
State Park Open House



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MARINETTE COUNTY, WI

There's room for you in
Marinette County, Wisconsin
- *the real north!*

With nearly 300 miles of
award-winning ATV trails, six
county park campgrounds, 14
waterfalls and Governor
Thompson State Park there
are plenty of places for you to
"get away from it all".

So set your own pace and
enjoy springtime in Marinette
County, Wisconsin!

Marinette County Tourism
601 Marinette Ave.
Marinette, WI 54143

800-236-6681
www.therealnorth.com

On Wisconsin Outdoors May/June print ad

*the real north*SM

MARINETTE COUNTY, WI

Set your own pace

Visit the exciting renovations at Badger Park in Peshtigo, Morgan Park
in Niagara and Governor Thompson State Park in Crivitz!

Whether you prefer human power or
horsepower, there's room for everyone in
Marinette County. Visitors can access 14
waterfalls, nearly 300 miles of connected ATV
trails, 9 golf courses, acres upon acres of public
forestlands, and hundreds of miles of rivers,
streams, inland waters and the Bay of Green
Bay. Create your own affordable adventure at
the pace you prefer in the real north.

MARINETTE COUNTY TOURISM
800-236-6681

American Road Magazine - June print ad

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MARINETTE COUNTY, WI

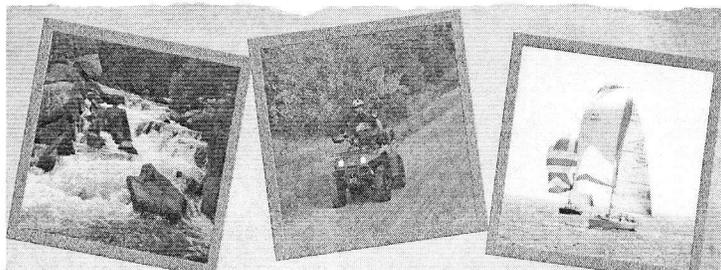
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Menominee River Century Bike Ride - June 23 • 30th Annual Porterfield Country Music Festival - June 8-16
Aurora-MACC Run/Walk - July 6 • Marinette Logging & Heritage Festival 13-14 • Hog Wrestling Championships - July 20
Cruisin Oldies Concert, Car and Tractor Show - July 19-21 • Marinette County Fair - August 22-25

Whether you prefer horsepower or human power, there's room for you in Marinette County. Visitors can access nearly 300-miles of connected, year-round ATV trails, hundreds of lakes, the waters of Green Bay, 14 waterfalls, 9 golf courses, and much, much more!

Choose the pace you prefer in Marinette County - *the real north!*



Wisconsin Summer Travel Guide

Enjoy the renovations at Morgan Park in Niagara!
Be sure to visit the 100-unit campgrounds at Governor Thompson State Park!

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MARINETTE COUNTY, WI

Set your own pace!

Whether you prefer horsepower or human power, there's room enough for everyone in Marinette County. Visitors can access nine golf courses, 14 waterfalls, challenging whitewater, more than 370 miles of connected ATV trails, and hundreds of inland lake, rivers and the waters of Green Bay. Create your own affordable adventure at the pace you prefer in the real north.

Marinette County Tourism
601 Marinette Ave.,
Marinette, WI 54143
www.therealnorth.com
800-236-6681



Be sure to visit the renovations at Morgan County and Governor Thompson State Park!

Whether you prefer horsepower or human power, there's room enough for everyone in Marinette County. Visitors can access nine golf courses, 14 waterfalls, challenging whitewater, more than 370 miles of connected ATV trails, and hundreds of miles of rivers, streams, inland waters and the Bay of Green Bay. Create your own affordable adventure at the pace you prefer in the real north.

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Marinette County Tourism
800-236-6681
www.therealnorth.com

Milwaukee Journal Sentinel Summer Getaways



Menominee River Century Bike Ride Sunday, June 23, 2013

Set your own pace.

If human power is what you crave, there's room for you in Marinette County. Visitors can access numerous hiking or biking trails and routes, hundreds of miles of rivers, streams, inland waters and the Bay of Green Bay as well as acres upon acres of public forest lands. Create your own affordable family adventure at the pace you prefer in the real north.

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MARINETTE COUNTY, WI

Marinette County Tourism
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Silent Sport Magazine - April/May print ads

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MARINETTE COUNTY, WI

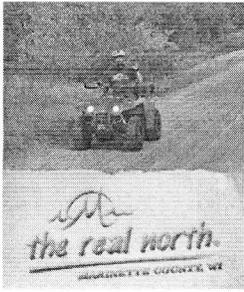
Whether you prefer human power or horsepower, there's plenty of room for you to enjoy Marinette County - *the real north!*

With over 200 miles of award-winning ATV trails, 14 waterfalls, our new zip-line tour, some of the best whitewater in the entire Midwest and 444 inland lakes, we have what you crave!

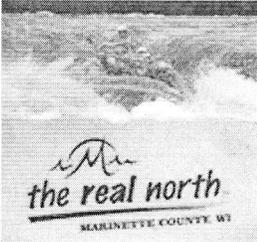
Visit us today!

Marinette County Tourism
800-236-6681
www.therealnorth.com

Fun in Wisconsin



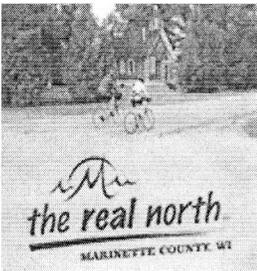
On Wisconsin Outdoors May Web ad



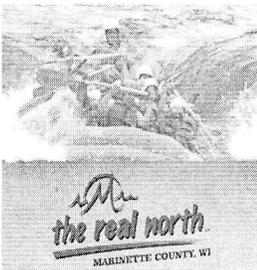
American Road May Web ad



American Road June Web ad



American Road July Web ad



Silent sport April web ad