



MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE
MARKETING COMMITTEE MEETING
THURSDAY, APRIL 21, 2011 – 9 A.M.
WAUSAUKEE VILLAGE HALL – 428 HARRISON AVE. - WAUSAUKEE

Committee Members Present: Chair Jim Brien, Dick Matty, John Guarisco Bobbi Nuoffer, Peggy Landwer

Committee Members Absent: None

Others Present: Jamie Darge, Tourism Director

1. CALL TO ORDER

The meeting was called to order by Chair Brien at 9:01 a.m.

2. AGENDA

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

3. MINUTES OF MARCH 24, 2011

MOTION (Landwer/Matty) to amend the amount in item #12 for read \$3000, not \$7740 and to accept the remainder of the meeting minutes as presented. Motion carried. No negative votes.

4. PUBLIC COMMENT

None

5. CURRENT INVOICES, EXPENSE REPORTS AND BUDGET APPROPRIATIONS

Discussion included the holding off on approval of payment for an invoice for the Marinette Logging & Heritage Fest until that agenda item is up for discussion.

MOTION (Guarisco/Matty) to authorize payment to Jim Brien for \$379.34, Journal Community Publishing for \$539.48 and Leon Popp for \$500.00, and to not approve the invoice for the Logging & Heritage Fest until that item is discussed under agenda item #7. Motion carried. No negative votes.

6. ADDING OR DELETING WATERFALLS FROM THE WATERFALLS TOUR

Brien reported that Michigan has purchased the land on the Michigan side of Pemenee Falls for future interstate park development which currently provides visitor access to view Pemenee Falls. No action taken.

7. CO-OP FUNDING REQUEST FROM THE MARINETTE WELCOME CENTER FOR SPONSORSHIP OF THE 1ST. ANNUAL LOGGING AND HERITAGE FEST IN MARINETTE, JULY 3-4, 2011

Discussion included Guarisco questioning the number of times a community could receive funding for events, expectations of receiving funding for multiple years after initial sponsorship, and using money to promote all community events instead of sponsoring one communities event. Nuoffer objected to sponsorships of 4th of July events.

MOTION (Matty/Nuoffer) not to support the sponsorship of the Logging & Heritage Fest in Marinette. One negative vote. (Guarisco) Motion carried.

8. TOURISM ALLIANCE REQUEST FOR FINANCIAL SUPPORT OF 25,000 REVISED COUNTY MAPS

Discussion included business advertising on the current map, using community photos instead of business advertisements, funding for future reprints, distribution to locations and requesting Erik Aleson from the County Parks Department be present at the May marketing meeting. No action taken.

9. CO-OP PARTNERSHIP WITH CRIVITZ RECREATION TO RE-ORDER BULK PLASTIC BAGS FOR HANDING OUT AT TRADE SHOWS

MOTION (Guarisco/Landwer) to continue the co-op partnership with Crivitz Recreation Association as a 50/50 split on the cost of the bags, but to delay the re-order until May's marketing meeting when a funding source can be determined. Motion carried. No negative votes.

10. OPERATION AND USAGE OF THE 800 TOURISM PHONE NUMBER

Darge reported the Marinette Menominee Area Chamber of Commerce will provide a dedicated line for the 800 tourism phone number once phone systems are updated with the building remodel. No action taken.

11-12. WISCONSIN REST STOP DISTRIBUTION OF THE COUNTY VISITOR GUIDE THROUGH HORKAN, MCCULLICK & ASSOCIATES, INC.

MOTION (Nuoffer/Guarisco) not to pursue this distribution option at this time. Motion carried. No negative votes.

13. CONTENT TO INCLUDE IN THE ANNUAL TOURISM BUSINESS E/NEWSLETTER

Darge handed out a copy of the e/newsletter proof. (Attachment A)

MOTION (Guarisco/Landwer) to approve the e/newsletter content shown in the proof. Motion carried. No negative votes.

DIRECTORS REPORT

Darge reported on the printing of the Wisconsin Winter Travel Guide and needing September 2011 through March 2012 events to submit for the guide's calendar of events by May 17, 2011.

15. FUTURE AGENDA ITEMS

- Adding/deleting waterfalls
- Tradeshow guidelines
- Revised county maps
- Milwaukee Journal Sentinel Destinations drawing form
- Co-op with Iron Snow Shoe for winter snowmobile ads
- Sponsorships of events

18. NEXT MEETING DATE, PLACE AND TIME

Thursday, May 26, 2011 at the Wausaukee Village Hall at 9:00 a.m.

19. ADJOURN MEETING

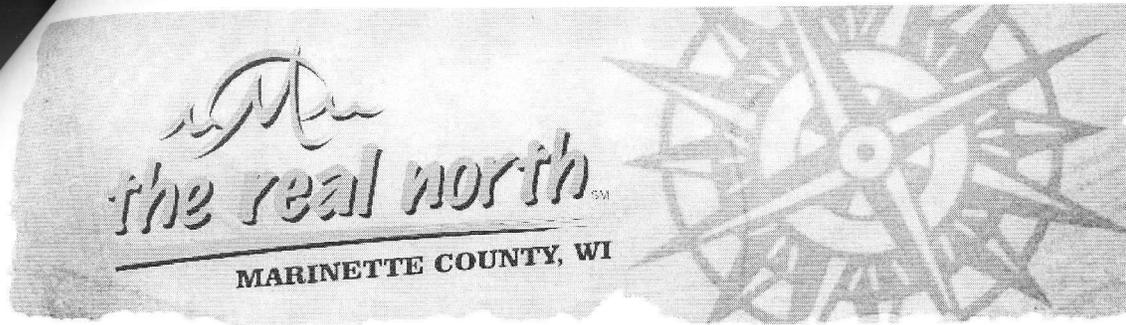
MOTION (Nuoffer/Guarisco) to adjourn the meeting at 10:35 a.m. Motion carried. No negative votes.

**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
April 21, 2011

Tourism Alliance Marketing Committee Meeting
Thursday, April 21, 2011
Page 3 of 3

Date Approved or Corrected



ANNUAL TOURISM UPDATE

What has the Marinette County Tourism Alliance been doing for you this past year?

CLINICS:

Regional Team Specialist, Kit Sirenson, from the Wisconsin Department of Tourism will be on-site at the Marinette-Menominee Area Chamber of Commerce for Tourism Business Clinics. These clinics are open to all tourism related businesses so you can learn about funding grants and other resources available to you to start a business in the Tourism Industry, or grow your existing business. *of promote your event*

Clinic hours will be held on the last Wednesday of each month, from 10am - 3pm. Call 715-735-6681 to schedule an appointment and see what the Wisconsin Department of Tourism can do for you!

TRADE & EXPO SHOWS:

The Marinette County Tourism Alliance has been busy attracting visitors to the area to help drive more traffic to your businesses.

In 2010 and early 2011, we have expanded our partnership with local organizations and businesses who attend trade and sports shows, adding more to the list of shows that have been attended in the past.

With the struggling economy, we find attendance at these shows to be increasing as people search for affordable vacation options.

Here are the shows we have attended or partnered with on the coast over the past 12 months:

- August 2010** - Marinette County Fair - Marinette County Tourism
- October 2010** - Snowmobile USA Milwaukee - Co-op with Iron Snow Shoe
- November 2011** - Snowmobile USA Green Bay - Co-op with Iron Snow Shoe
- January 2011** - America's Outdoor Show Chicago - Co-op with Popp's Resort
- January 2011** - Travel and Adventure Expo Chicago - Marinette County Tourism
- February 2011** - Central Wisconsin Sport Show Wausau - Marinette County Tourism
- February 2011** - Madison Fishing Expo - Co-op with Crivitz Recreation Association
- March 2011** - Milwaukee Journal Sentinel Sports Show - co-op with Crivitz Recreation Association

ADVERTISING:

The Marinette County Tourism Alliance has also done extensive radio, print and web advertising. Some of the media that we used are:



Chicago Journal & Topics
Milwaukee Journal Sentinel
On Wisconsin Outdoors
Bay Cities Radio - (WHYB-FM; WSFQ-FM;

Issue: 2
May 2011

In This Issue

MENOMINEE RIVER CENTURY
BIKE RIDE

2011 GOVERNOR'S
CONFERENCE ON TOURISM

SAGBRAW

[Join Our Mailing List!](#)

[Find us on Facebook](#)

(WISCONSIN LIST-FM)
 Discover Wisconsin
 Camping Life Magazine
 Midwest Outdoors Website
 WATVA Trail Tales
 Silent Sport Magazine and Website
 Illinois Snowmobiler Magazine
 US Canoe Website
 American Road Website

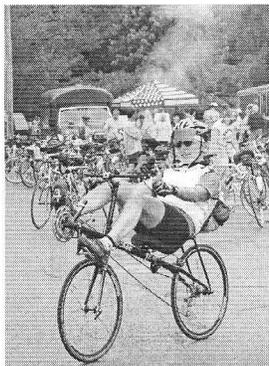
FACEBOOK:

The real north now has its' own facebook page. Currently having about 190 fans, we provide event information, links, post photos and show videos of what Marinette County has to offer. You can post your own event information, photos and videos too!

Visit our page and become a fan today!

MENOMINEE RIVER CENTURY BIKE RIDE - 30TH ANNIVERSARY!

Bay Area Medical Center is celebrating the 30th anniversary of the Menominee River Century Bike Ride on June 26, 2011. And to make this year's ride even more special, they have added an additional 100 MILE route option for those diehard cyclist.



Started in 1982, the Menominee River Century is a family ride that provides riders with 5 route options ranging for 15 kilometers to 100 miles. Ten rest stops provide a spectacular variety of foods from grilled hamburgers, banana bread, and ice cream to fresh peaches.

Highlights of the ride:

- Participation has swelled from 150 riders in 1982 to over 1,400 in recent years.
- Offering some of the best scenery Wisconsin and Upper Michigan has to offer with wildflowers, rivers, lake shore and winding back roads.
- **Marinette is the Waterfalls Capital of Wisconsin.** Call 1-800-236-6681 for a free tour Tourist Guide.
- Rest stops famous for the selection and quantity of food.
- The best water you've tasted on a bicycle ride provided by **Culligan**, the official water of the Menominee River Century.



- Top-flight SAG service assisted by Cellcom, Marinette Cycle Center and Cycle Path.
- A very well-marked route using one of the finest route marking arrows anywhere.
- We contribute to the **Bicycle Federation of Wisconsin**. The

generous support of our sponsors allows us to offer a quality bicycle ride for less than most comparable rides.

- Lots of special events and tourist opportunities on ride weekend. [Click here](#) for local attractions.
- Family Fun Ride rest stop at a discounted price with special food and games for kids.

For start times, pricing information and rider registration, please visit www.mrcride.com. Register before June 17, 2011 for the best rates!

Content provided by www.mrcride.com.

wigcot2011

2011 GOVERNOR'S CONFERENCE ON TOURISM

The 2011 Governor's Conference on Tourism was a huge success and full of exciting information on the future of Tourism in Wisconsin.

Throughout the entire conference, the same message was repeated over and over again. Tourism IS Economic Development. No matter what the economy is, Tourism is Economic Development.

Tourism is one of the three (3) areas that will see investments, instead of funding cuts, through 2015. Investments that will create jobs and place Wisconsin among the leading travel destinations in the entire United States. Over the next 2 fiscal budgets that end in June of 2015, Wisconsin Tourism will receive about \$5 million in funding, bringing the current tourism budget from \$9.9 million to about \$15 million dollars. This increase in funding is meant to help our great state (and each county in it) promote tourism and create jobs within the tourism industry.

From the moment the conference began, the atmosphere was charged with excitement as we waited to hear what Governor Walker's vision of Wisconsin Tourism would mean for us. And we were not disappointed!

As the plan was laid out and keynote speakers took the stage, we learned about thinking outside the box in terms of job creation, promotion and marketing our regions. We learned that exceptional hospitality would create greater community pride and also provide a valuable recruitment tool for attracting compatible businesses to set up shop in the state. We also learned that NOW is the time for product development.

Very valuable information was provided by an array of excellent speakers and we look forwards to next years' event.

The 2012 Governor's Conference on Tourism will be held in Green Bay at the KI Convention Center from March 4-6. Mark your calendars!



SAGBRAW 2011

Ride SAGBRAW and see why Wisconsinites love cycling!

Starting their 34th year bicycling across the state of Wisconsin, SAGBRAW has (once again) chosen Marinette as the location to kick off this historic ride! From July 30-August 5, 2011, you'll revisit the classic SAGBRAW route, hugging the shores of Green Bay and Lake Michigan from Marinette through Door County, Sheboygan and ending in Kewaskum.

Designed as a family ride for all ages, the SAGBRAW Ride is Wisconsin's oldest and best cross-state bicycle tour. Traveling an average of 45-60 miles each day, this 6-day ride is limited to the first 1000 cyclists.

SAGBRAW is a fully-supported bicycle tour and is NOT a race. They will transport all your luggage to each overnight location where hot showers will be guaranteed, indoor and outdoor camping options will be available and staff and volunteers will be nearby when you need assistance.

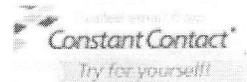
This tour will fill up fast, so be sure to **register** now!

Content provided by www.bikewisconsin.com.

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

Forward email

 SafeUnsubscribe



This email was sent to jdarge@centurytel.net by jdarge@centurytel.net |
[Update Profile/Email Address](#) | [Instant removal with SafeUnsubscribe™](#) | [Privacy Policy](#).

Marinette Menominee Area Chamber of Commerce | 601 Marinette Ave. | Marinette, WI | WI | 54143