



MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE
MARKETING COMMITTEE MEETING
THURSDAY, JANUARY 20, 2011 – 9 A.M.
WAUSAUKEE VILLAGE HALL – 428 HARRISON AVE., WAUSAUKEE

Committee Members Present: Chair Jim Brien, Dick Matty, Peggy Landwer

Committee Members Absent: John Guarisco, Loretta Millette

Others Present: Jamie Darge, Tourism Director,

1. CALL TO ORDER

The meeting was called to order by Chair Brien at 9:07 a.m.

2. AGENDA

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

3. MINUTES OF DECEMBER 16, 2010

MOTION (Landwer/Matty) to accept the meeting minutes as presented. Motion carried. No negative votes.

4. ELECTION OF OFFICERS

The committee will elect officers at the February meeting once committee assignments have been determined by the Tourism Alliance Chair and Vice Chair.

5. PUBLIC COMMENT

None.

6. CURRENT INVOICES AND BUDGET APPROPRIATIONS

MOTION (Matty/Landwer) to authorize payment to Iron Snow Show, Inc. for \$825.25, Journal Community Publishing for \$198, and Otter Marketing for \$743.75 totaling \$1767. Motion carried. No negative votes.

7. ADDING OR DELETING WATERFALLS FROM THE WATERFALLS TOUR

Darge reported that the State of Wisconsin has purchased the land around Pemenee Falls and Quiver Falls with plans to turn it into a state park area. No action taken.

8. **FINAL 2011 BUDGET ADJUSTMENTS**

Darge reported that the final carryover from 2010 is \$15,508.71. After previously approved advertising items were accounted for in each account, marketing has an additional \$2108.71 to appropriate towards marketing needs.

MOTION (Landwer/Matty) The \$2,108.71 is appropriated as follows: \$1250 more into a account #290 for sport shows, \$200 more into account #426-103 for web site hosting, \$329.35 into account #426-104 for Discover Wisconsin and \$329.36 more into account #426-106 for marketing materials. Motion carried. No negative votes.

9. **2011 MARKETING PLAN ADJUSTMENTS**

Discussion included adding the previously approved advertisements for ATVing, fishing, boating, and snowmobiling to the 2011 marketing plan.

MOTION (Matty/Landwer) to include Midwest Outdoors, WATVA, WFRV Snowmobile Trail report and the Central Wisconsin Sport Show to the 2011 marketing plan. Motion carried. No negative votes.

10. **TOURISM DIRECTORS REPORT**

Darge reported on current promotions and trade shows that will be attended in January and February.

11. **FUTURE AGENDA ITEMS**

- Adding/deleting waterfalls
- Election of officers
- Sport show co-op requests

12. **NEXT MEETING DATE, PLACE AND TIME**

Thursday, February 24, 2011 at the Wausaukee Village Hall at 9:00 a.m.

13. **ADJOURN MEETING**

MOTION (Matty/Landwer) to adjourn the meeting at 10:00 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
January 20, 2011

Date Approved or Corrected

Tourism Alliance Marketing Committee Meeting
Thursday, January 20, 2011
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