MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE
MARKETING COMMITTEE MEETING
THURSDAY, MARCH 25, 2010 – 1 P.M.
WAUSAUKEE VILLAGE HALL – 428 HARRISON AVE., WAUSAUKEE

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

Committee Members Absent: John Guarisco

Others Present: Jamie Darge, Tourism Director;

1. **CALL TO ORDER**

   The meeting was called to order by Chair Brien at 1:02 p.m.

2. **AGENDA**

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

3. **MINUTES OF FEBRUARY 25, 2010**

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

4. **PUBLIC COMMENT**

   None to report.

5. **CURRENT INVOICES AND PROPER BUDGET ACCOUNT APPROPRIATION**

   MOTION (Millette/Matty) to accept the invoices from WFRV TV 5 for the February and March Snowmobile Trail report totaling $962. Motion carried. No negative votes.

6. **BILLBOARD ADVERTISING OPPORTUNITIES**

   No action taken.

7. **ADVERTISING WITH TERRAIN TRACKS ATV MAGAZINE**

   No action taken.

8. ADVERTISING WITH SILENT SPORT MAGAZINE

Discussion included the advertising rates and sizes for both print and web ads.

MOTION (Landwer/Matty) to advertise in three issues of Silent Sport Magazine with a ¼ page full-color ad and to also advertise on the Silent Sport website for three months with a skyscraper banner. All ads will run in June, September and December. Motion carried. No negative votes.

9. 50/50 CO-OP FUNDING REQUEST SUBMITTED BY POPP'S RESORT FOR PARTICIPATION IN THE AMERICA OUTDOOR SHOW IN CHICAGO, IL

MOTION (Matty/Millette) to approve the funding request for Popp's Resort in the amount of $764.30 and recommend to the Finance Committee for payment. Motion carried. No negative votes.

10. PARTICIPATION IN THE 2010 MARINETTE COUNTY FAIR

MOTION (Landwer/Brien) to participate in the 2010 Marinette County Fair at a cost of $128.00 for the booth space and recommend to the Tourism Alliance for payment. Motion carried. No negative votes.

11. QUARTERLY ADJUSTMENTS TO THE MARKETING PLAN

Discussion included determining which publications should be removed from or added to the 2010 media buys.

MOTION (Matty/Millette) to remove Wisconsin Golfer Magazine from second quarter, remove Wisconsin Snowmobiler and Sno-Touring Magazine from fourth quarter and to add in Silent Sport Magazine in second, and third and fourth quarter media buys. Motion carried. No negative votes.

12. LAYOUT AND DESIGN CHANGES TO THE COUNTY VISITOR GUIDE

Discussion included private business advertising, non-county advertisers and the waterfalls tours map.

MOTION (Matty/Landwer) to accept private business advertising on the inside front cover, outside back cover and within the first eight pages of the guide; to allow non-county advertisers in the guide and to create a pull-out insert for the waterfalls tour map. Motion carried. No negative votes.

13. COUNTY VISITOR GUIDE ADVERTISEMENT PRICING STRUCTURE AND CO-OP WITH COUNTY PARTNERS

Discussion included premium ad placement pricing, ad sizes and multi-year advertising commitment discounts.

MOTION (Matty/Landwer) to create a premium price for full page ads placed within the first four pages of the guide at $1925; to create a general placement price for full page ads at $1750; to adjust the 1/8 pg ad price from $395 to $375, to create a 1/6 pg skyscraper ad at a price of $395; to eliminate the 1/10 pg ad size; and to not offer multi-year commitment discounts. Motion carried. No negative votes.

14. LAYOUT AND TOPICE SUGGESTIONS FOR THE 2010 ANNUAL NEWSLETTER

MOTION (Millette/Landwer) to accept the newsletter as presented and forward to the Tourism Alliance for review. Motion carried. No negative votes.

15. TOURISM DIRECTOR'S REPORT

•SNOWMOBILE TRAIL REPORTS

Darge explained bar graphs showing the date and what city and/or state the Snowmobile Trails inquiries originated from. (Attachment A)

•GOVERNOR'S CONFERENCE REPORT

Darge reported on attending the Governor's Conference, the break-out sessions, round–table discussions and the awards presentation.

16. FUTURE AGENDA ITEMS

•Karen Widmar from Boomerang Marketing
•County guide non-county advertisement placement
•County guide layout and design suggestions
•Election of Vice Chair

17. NEXT MEETING DATE, PLACE AND TIME

April 22, 2010 at 1:00 p.m., Wausaukee Village Hall.

18. ADJOURN

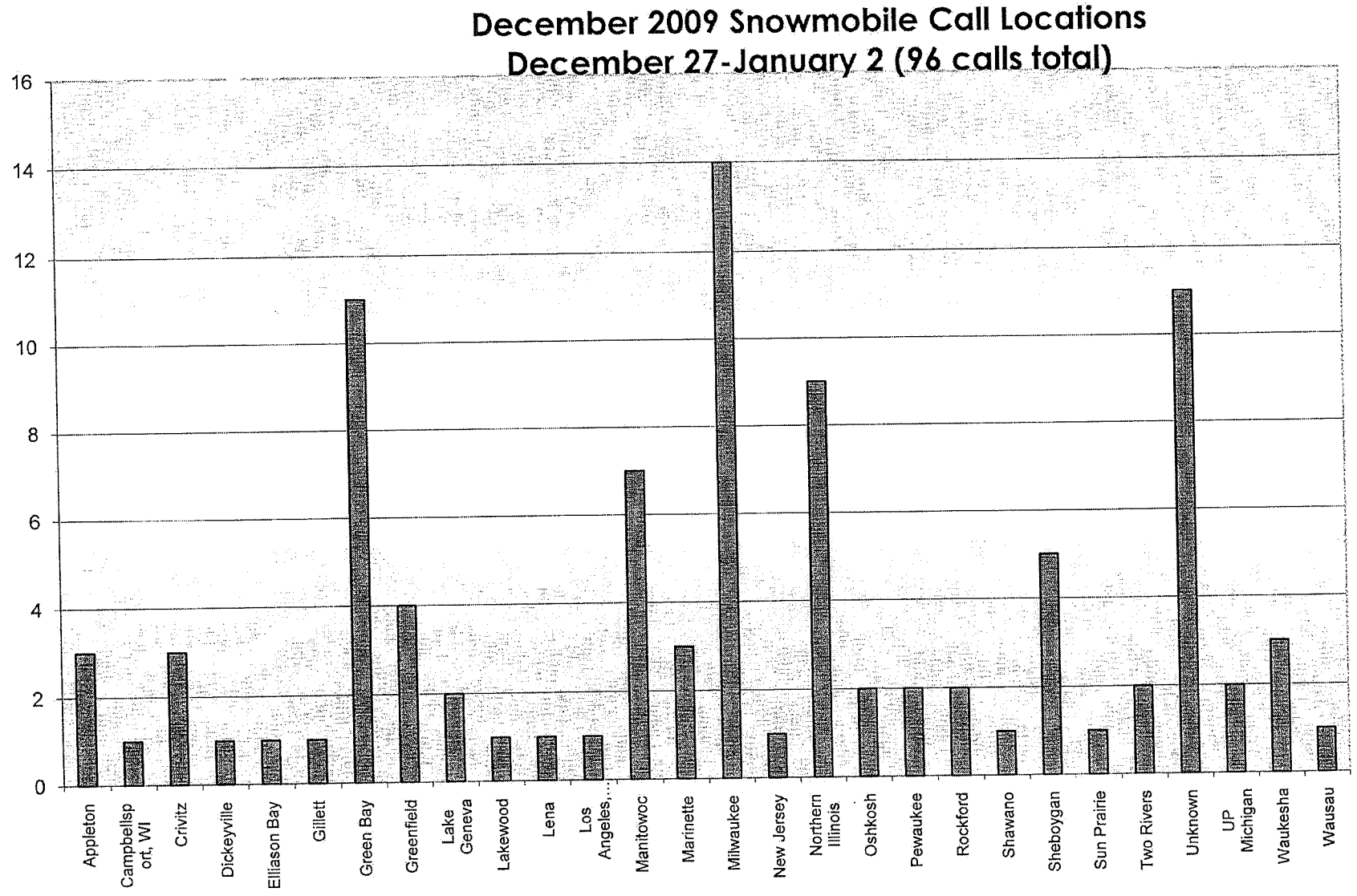
MOTION (Millette/Matty) to adjourn the meeting at 3:02 p.m. Motion carried. No negative votes.

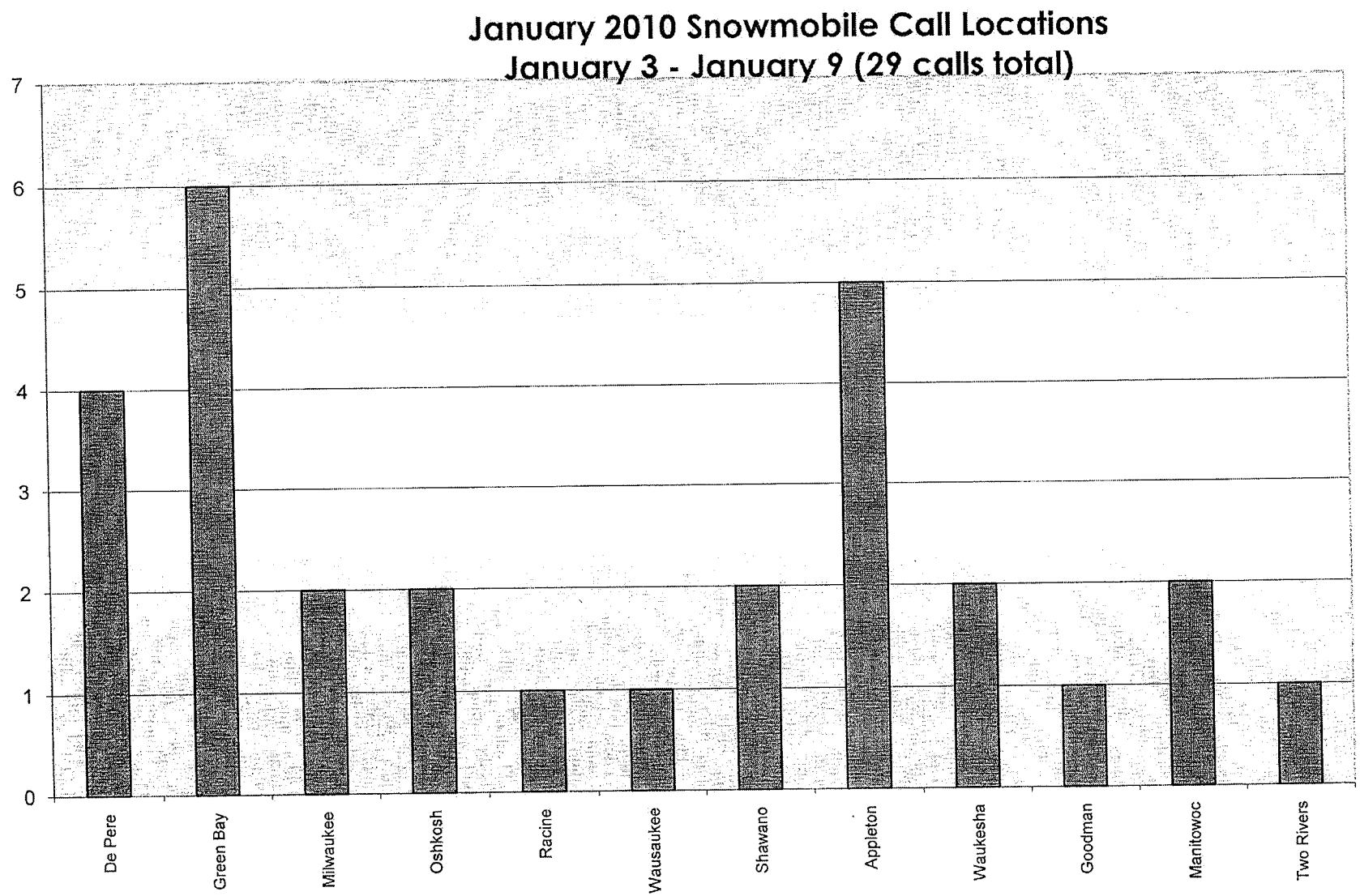
**Attachments that may be noted above are available for public viewing by contacting Marinette County Tourism at 800-236-6681.*

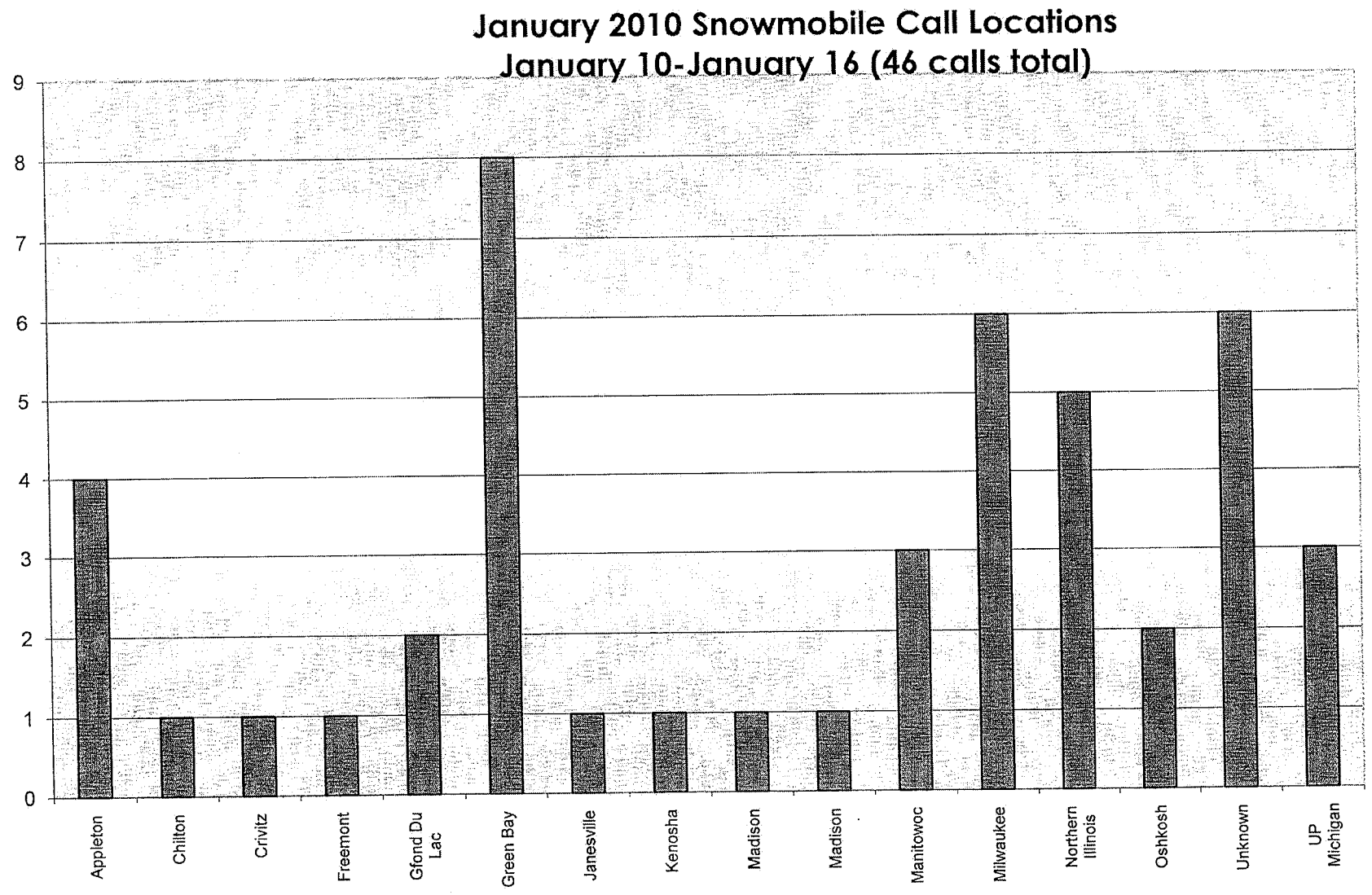
Jamie Darge
Marinette County Tourism Director
March 26, 2010

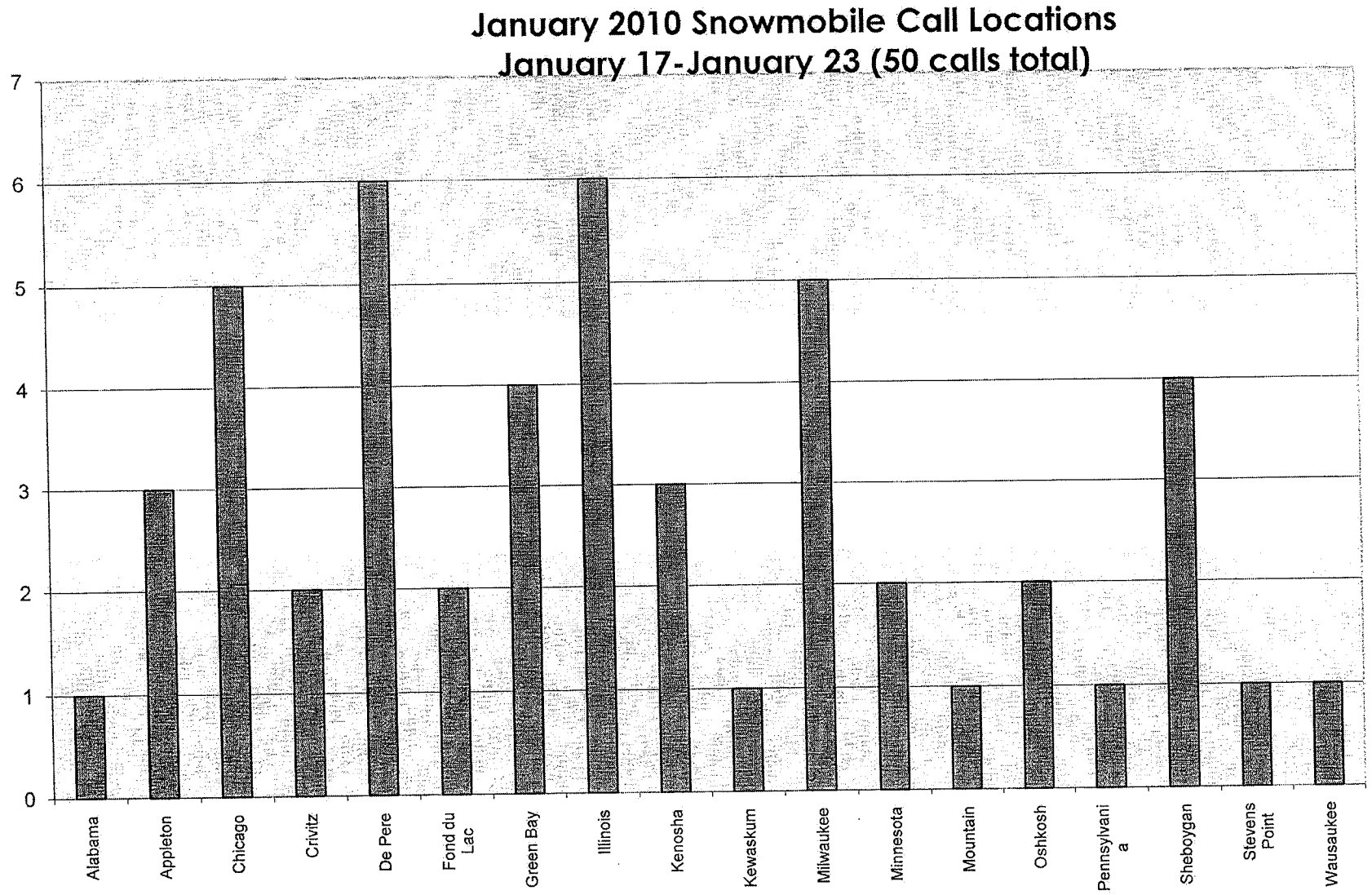
Date Approved or Corrected

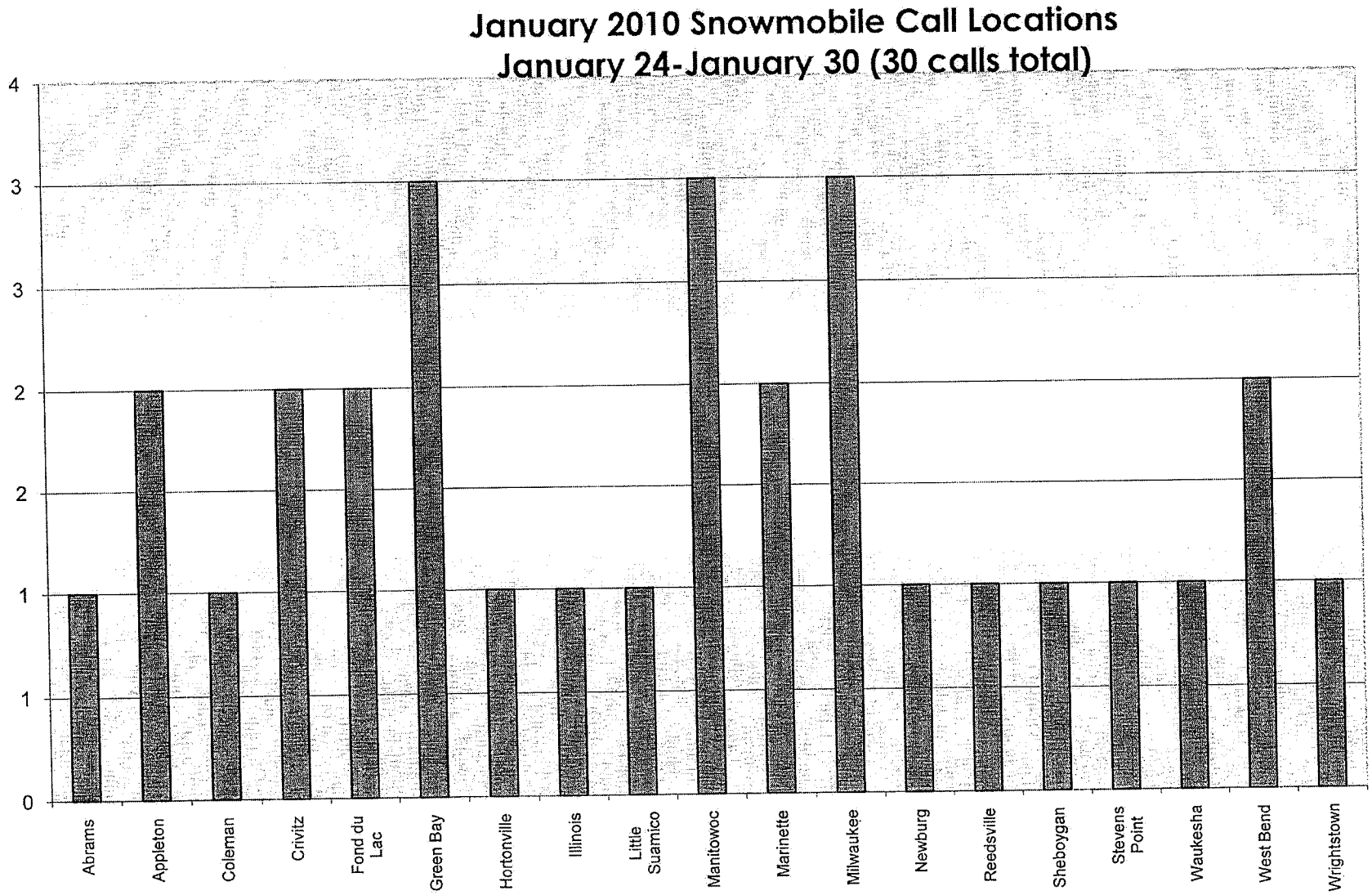
Attachment A

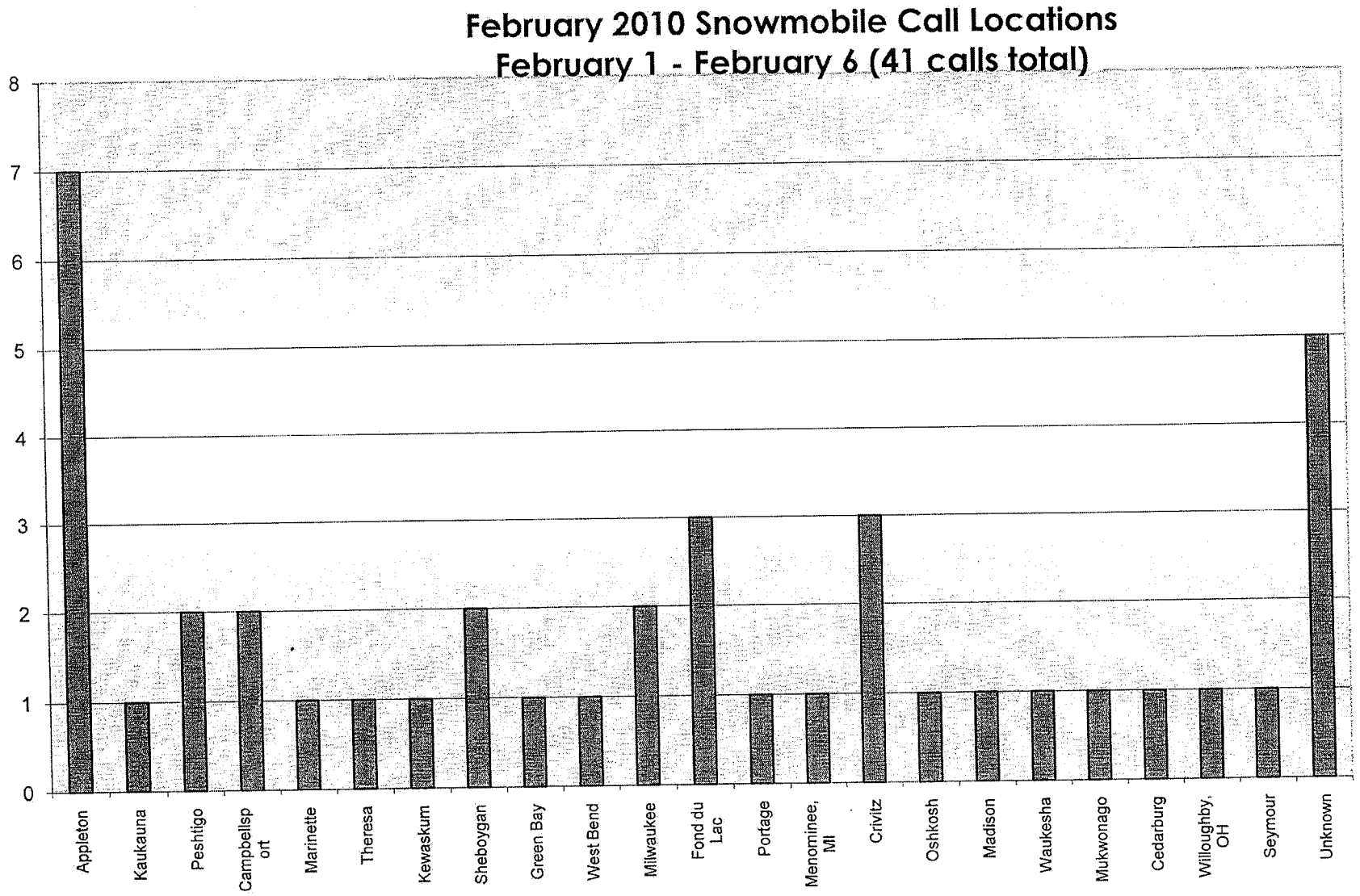


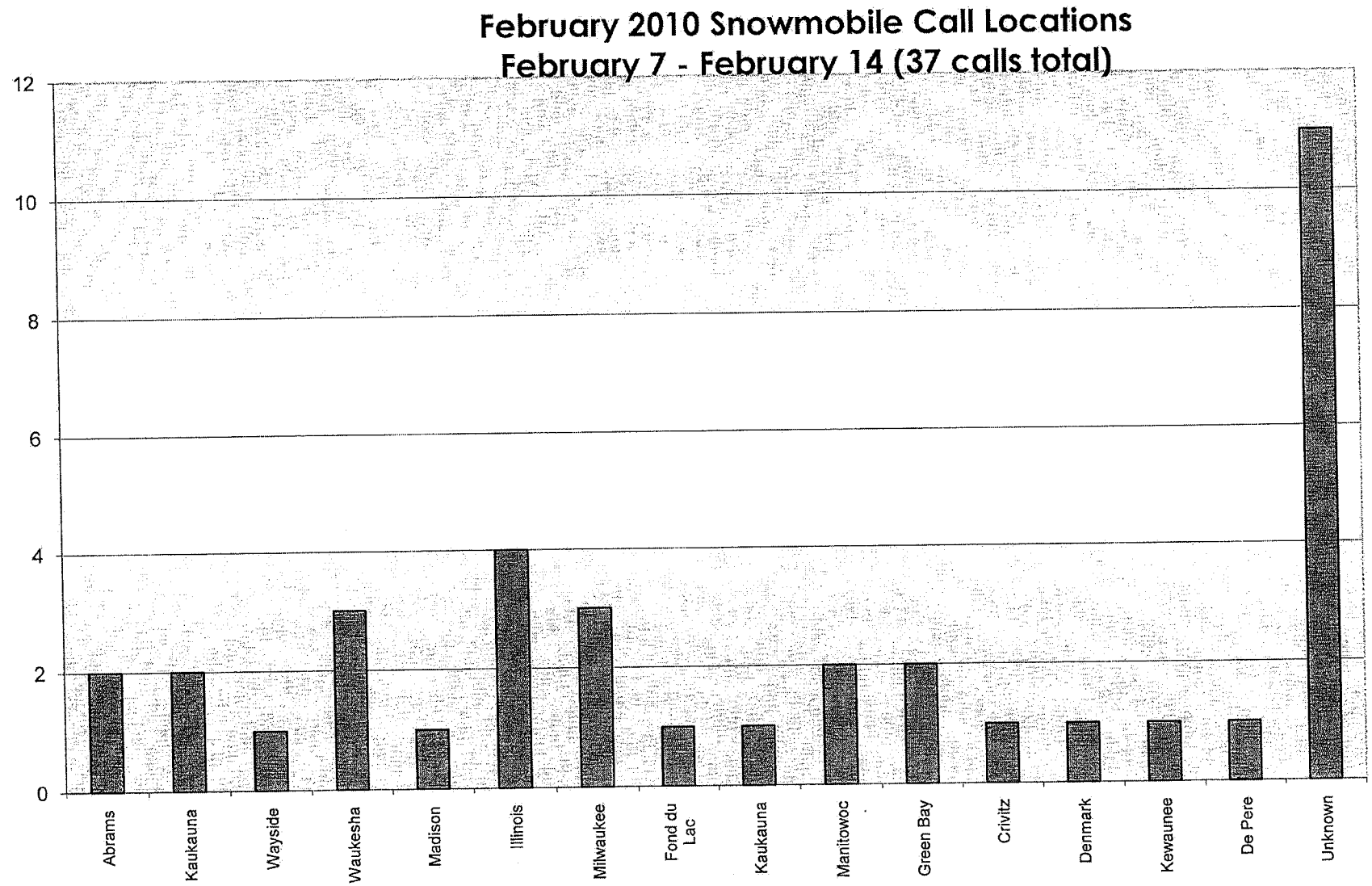

January 2010 Snowmobile Call Locations
January 3 - January 9 (29 calls total)
7
6
5
4
3
2
1
0
De Pere
Green Bay
Milwaukee
Oshkosh
Racine
Wausaukee
Shawano
Appleton
Waukesha
Goodman
Manitowoc
Two Rivers

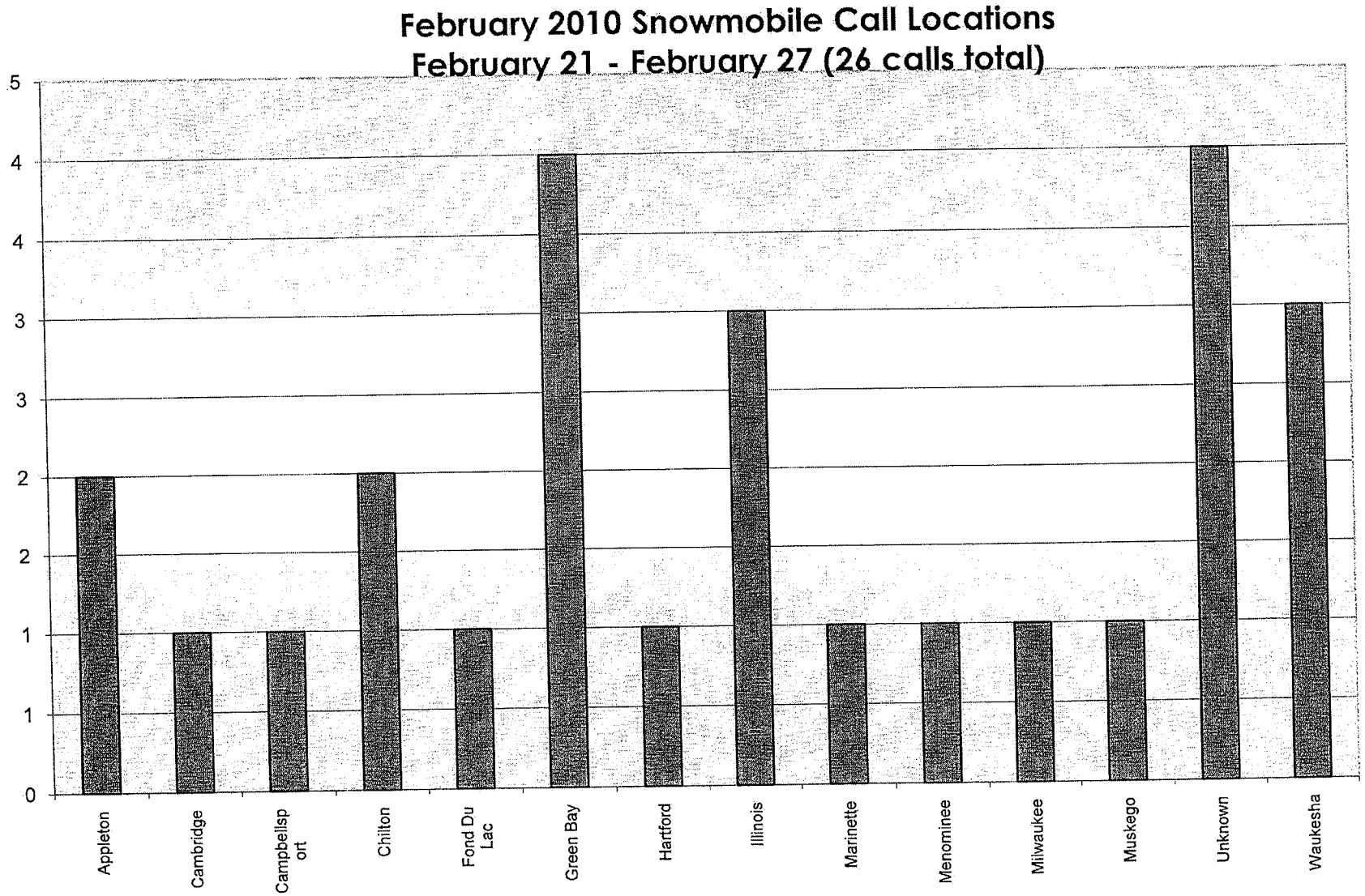
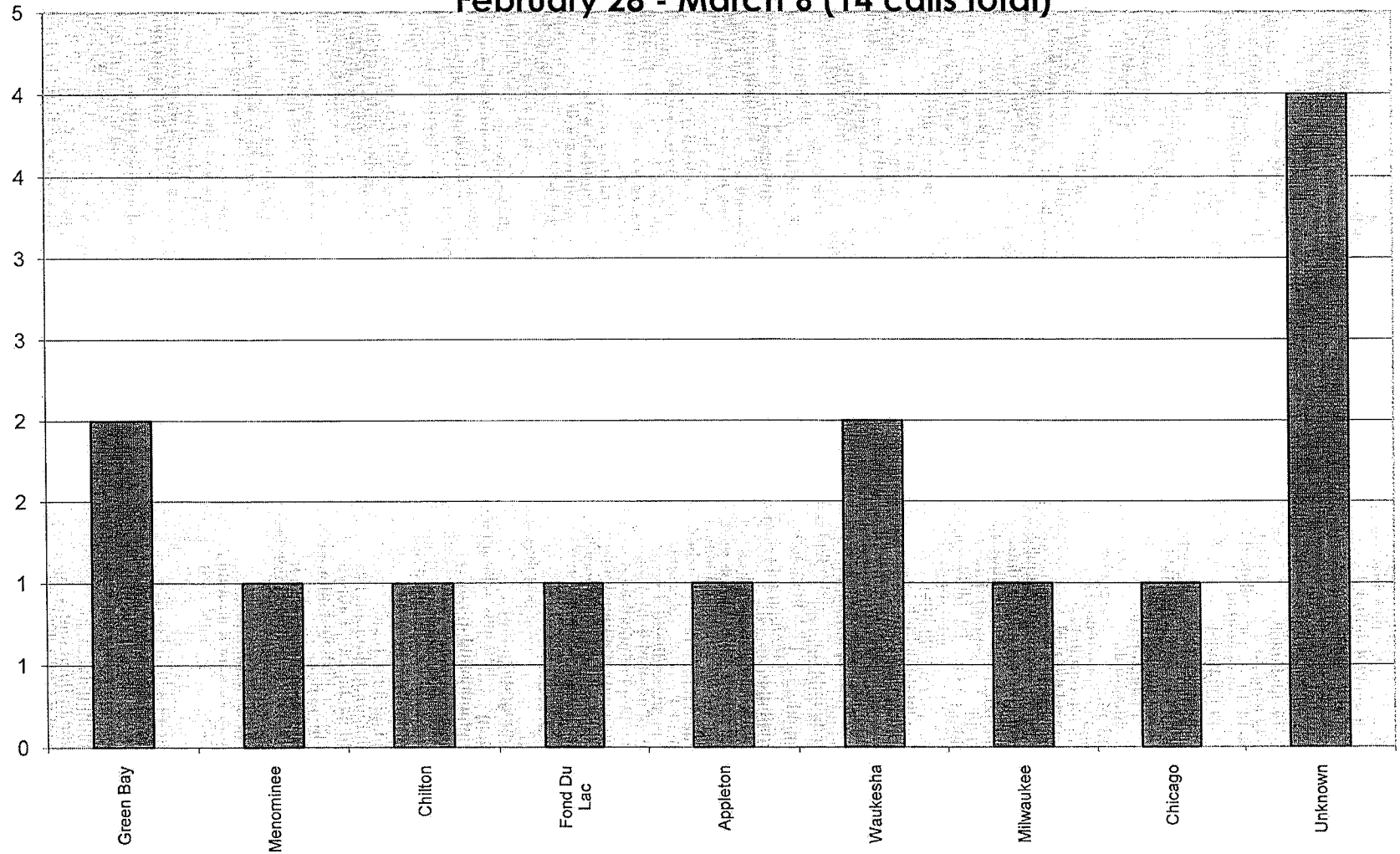

January 2010 Snowmobile Call Locations
January 10-January 16 (46 calls total)
9
8
7
6
5
4
3
2
1
0
Appleton
Chilton
Crivitz
Freemont
Gfond Du Lac
Green Bay
Janesville
Kenosha
Madison
Madison
Manitowoc
Milwaukee
Northern Illinois
Oshkosh
Unknown
UP Michigan


January 2010 Snowmobile Call Locations
January 17-January 23 (50 calls total)
7
6
5
4
3
2
1
0
Alabama
Appleton
Chicago
Crivitz
De Pere
Fond du Lac
Green Bay
Illinois
Kenosha
Kewaskum
Milwaukee
Minnesota
Mountain
Oshkosh
Pennsylvania
Sheboygan
Stevens Point
Wausaukee


January 2010 Snowmobile Call Locations
January 24-January 30 (30 calls total)
4
3
3
2
2
1
1
0
Abrams
Appleton
Coleman
Crivitz
Fond du Lac
Green Bay
Hortonville
Illinois
Little Suamico
Manitowoc
Marinette
Milwaukee
Newburg
Reedsville
Sheboygan
Stevens Point
Waukesha
West Bend
Wrightstown


February 2010 Snowmobile Call Locations
February 1 - February 6 (41 calls total)
8
7
6
5
4
3
2
1
0
Appleton
Kaukauna
Peshtigo
Campbellsport
Marinette
Theresa
Kewaskum
Sheboygan
Green Bay
West Bend
Milwaukee
Fond du Lac
Portage
Menominee, MI
Crivitz
Oshkosh
Madison
Waukesha
Mukwonago
Cedarburg
Willoughby, OH
Seymour
Unknown


February 2010 Snowmobile Call Locations
February 7 - February 14 (37 calls total)
12
10
8
6
4
2
0
Abrams
Kaukauna
Wayside
Waukesha
Madison
Illinois
Milwaukee
Fond du Lac
Kaukauna
Manitowoc
Green Bay
Crivitz
Denmark
Kewaunee
De Pere
Unknown


February 2010 Snowmobile Call Locations
February 21 - February 27 (26 calls total)
5
4
4
3
3
2
2
1
1
0
Appleton
Cambridge
Campbellsport
Chilton
Fond Du Lac
Green Bay
Hartford
Illinois
Marinette
Menominee
Milwaukee
Muskego
Unknown
Waukesha

February 2010 Snowmobile Call Locations
February 28 - March 6 (14 calls total)