



**MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE**  
**MARKETING COMMITTEE MEETING**  
**THURSDAY, FEBRUARY 4, 2010 – 9 A.M.**  
**WAUSAUKEE VILLAGE HALL – 428 HARRISON AVE., WAUSAUKEE**

**Committee Members Present:** Chair Jim Orłowski, Leon Popp, Jim Brien

**Committee Members Absent:** Shirley Prudhomme

**Others Present:** Jamie Darge, Tourism Director

**1. CALL TO ORDER**

The meeting was called to order by Chair Orłowski at 9:20 a.m.

**2. AGENDA**

Discussion included moving item #7 pertaining to the marketing plan to after item #13.

**MOTION** (Brien/Popp) to approve the agenda with the changes noted above. Motion carried. No negative votes.

**3. MINUTES OF JANUARY 6, 2010**

**MOTION** (Popp/Orłowski) to accept the minutes as presented. Motion carried. No negative votes.

**4. PUBLIC COMMENT**

Popp reported on participation and attendance at the America Outdoor Show in Chicago, IL from January 27-31, 2010.

**5. PROCESS FOR SECURING CO-OP MARKETING PARTNERSHIPS**

Discussion included determining a process of events for securing and approving co-op partnerships as follows: Notifying county partners of co-op opportunities; dispersment of co-op application, marketing committee approval, finance committee approval, and relaying the decision back to the co-op partners. Darge will create an outline of the process for the February meeting.

**MOTION** (Popp/Brien) to postpone finalizing the process for securing co-op partnerships until a later date. Motion carried. No negative votes.

**6. CURRENT INVOICES AND BUDGET APPROPRIATIONS**

Discussion included an invoice from Boomerang Marketing for consulting and web fees totaling \$276.25.

**MOTION** (Brien/Popp) to approve the Boomerang Marketing invoice of \$276.25 and submit invoice to the Tourism Alliance for payment. Motion carried. No negative votes.

**8. PARTICIPATION IN THE MADISON FISHING EXPO AND SPLITTING THE COST 50/50 WITH THE CRIVITZ RECREATION ASSOCIATION**

Discussion included the cost of participating in the expo show of \$959.00.

**MOTION** (Brien/Popp) to approve the 50/50 co-op cost of \$959.00 with the Crivitz Recreation Association to participate in the Madison Fishing Expo. Motion carried. No negative votes. Orłowski abstained.

**9. SPLITTING THE COST OF UP TO \$500 FOR THE COUNTY PARKS DEPARTMENT TO PARTICIPATE IN THE ROCKFORD, IL CAMPING AND RV SHOW FROM MARCH 19-21, 2010**

No action taken.

**10. LAYOUT AND DESIGN CHANGE SUGGESTIONS TO THE COUNTY VISITOR GUIDE**

Discussion included revisions to the layout and design of the visitor guide.

**MOTION** (Popp/Brien) to accept the following revisions to the county guide: Not allowing private business advertising before the county parks page 8, rotating county topic pages annually, including more information on ATV, creating separate pages for snowmobiling and ATVing, redesigning the waterfalls pull out, advertising on the back cover, non-Marinette County advertisement placement, making the Menominee, MI page appear different from the rest of the guide and replacing the Marinette Menominee Area Chamber of Commerce phone number with the Marinette County Tourism 800 number on the table of contents page. Motion carried. No negative votes.

**11. TOPICS FOR THE 2010 ANNUAL NEWSLETTER**

Discussion included topics for the 2010 newsletter.

**MOTION** (Orłowski/Brien) to proceed with composing the newsletter including topics concerning the co-op marketing partnerships, tradeshow requests, pricing for the visitor guide ads and publishing the marketing plan so county partners can learn what is being accomplished by the Tourism Alliance and where the Tourism Alliance is putting focus in the future. Motion carried. No negative votes.

## **12. REVISIONS TO THE TOURISM SUPPORT AGREEMENT**

Discussion included adding a line item that allows the Tourism Director to sell and manage co-op opportunities. No action, taken.

## **13. TOURISM DIRECTORS REPORT**

- SNOWMOBILE CALL REPORTS
- 2009-2010 VISITOR GUIDE FINANCIAL REPORT (Attachment A)

Darge reported on the January snowmobile trail condition calls answered by the chamber and presented the 2009-2010 visitor guide financial report.

## **7. MAKING CHANGES TO THE 2010 MARKETING PLAN**

**MOTION** (Brien/Popp) to accept the marketing plan as presented and recommend to the Tourism Alliance for approval. Motion carried. No negative votes.

## **14. REVIEW TOURISM ALLIANCES DECISION TO SEND MEMBERS TO THE 2010 GOVERNOR'S CONFERENCE**

Darge explained the Tourism Alliance decision to approve partial reimbursement of attendance at the Governor's Conference for DeWitt and Prudhomme. Prudhomme could not attend so Shaffer will attend in her place.

## **15. FUTURE AGENDA ITEMS**

- County guide design and layout
- County guide advertisement pricing structure and co-ops with county partners
- Annual newsletter layout and articles
- Election of committee officers

## **16. NEXT MEETING DATE, PLACE AND TIME**

February 25, 2010 at 9:00 a.m., Wausaukee Village Hall.

## **17. ADJOURN**

**MOTION** (Orlowski/Popp) to adjourn the meeting at 1:13p.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

February 4, 2010

Date Approved or Corrected

Tourism Alliance Marketing Committee Meeting  
Thursday, February 4, 2010  
Page 3 of 3

	<u>2009 Actuals</u>	<u>2010 Projections</u>
<b>Total Ad Revenue</b>	<b>\$35,497.00</b>	<b>\$25,757.00</b>
<b>Pre-Press</b>		
File Formats	\$60.04	\$0.00
Color Copy Proofs	\$51.06	\$12.61
Printer Proofs shipping	\$62.11	\$28.40
<b>TOTAL PRE-PRESS</b>	<b>\$173.21</b>	<b>\$41.01</b>
<b>Printing Costs</b>		
Pre-Press Adjustments	\$500.00	\$140.00
Print Charges	\$21,885.00	\$18,005.00
Shipping	\$50.30	\$0.00
Freight	\$367.50	\$367.50
<b>TOTAL PRINT COSTS</b>	<b>\$22,802.80</b>	<b>\$18,512.50</b>
<b>Distribution Costs (8/08-12/09)</b>	<b>\$1,653.16</b>	<b>\$1,200.00</b> (estimated)
Color ad page copies for meetings	\$123.53	
<b>TOTAL MISC. COSTS</b>	<b>\$1,762.12</b>	
<b>TOTAL GUIDE COSTS</b>	<b>\$24,564.92</b>	<b>\$19,753.51</b>
Ad Sales Commission	\$5,324.55	0
<b>Net Profit</b>	<b>\$5,607.53</b>	<b>\$5,823.99</b> <b>Net Profit</b>

Total 2009 advertisers (includes organizations - not individual ads on those pages) = 34

Total 2010 advertisers (includes organizations - not individual ads on their pages) = 20

advertising participation is down 58.8% from 2009

Plan to recover sales for the 2011 will be to develop advertising incentives to help with the sagging economy and relationship building to show the value of advertising in the guide

2009 Visitor Guide Financial Report

2010 Visitor Guide Financial Report

Attachment A

<b>2008-2009 Expenditures</b>		<b>Guide Net Profit</b>	
UPS Store - shipping guide			
UPS Store - color copies ad pgs			
UES External Hard Drive			
American Road Harbor Towns AD (4th qtr 2009)			
<b>Total Expenditures</b>			
	<b>\$7,384.22</b>		
	(\$1,653.16)		
	(\$123.53)		
	(\$147.69)		
	(\$415.00)		
	<b>\$2,324.81</b>		
		<b>2009 Final Total Net Profits</b>	<b>\$5,044.84</b>

<b>2010 Expenditures</b>		<b>Guide Net Profit</b>	
UPS Store - shipping guide			
UPS Store - color copies ad pgs			
American Road Harbor Towns AD (entire year 2010)			
Electrical for expo			
<b>Total Expenditures</b>			
			<b>\$7,023.99</b>
			(\$428.24)
			\$0.00
			(\$1,660.00)
			(\$180.00)
			<b>\$2,088.24</b>
		<b>2010 Y-T-D Total Net Profits</b>	<b>\$4,755.75</b>