



MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE
MARKETING COMMITTEE MEETING MINUTES
MONDAY, MARCH 2, 2009 – 9 a.m.
NORTH COUNTRY INN – HWY 8; DUNBAR

Members Present: Chair Dave Schultz and Jim Orłowski

Members Absent & Excused: Leon Popp and Shirley Prudhomme

Others Present: Paul Putnam, UW-Extension; Tourism Director Jamie Darge and Karen Widmar, Boomerang Marketing

1. CALL THE MEETING TO ORDER

Chair Schultz called the meeting to order at 9:18 a.m.

2. AGENDA

Motion (Schultz/Orłowski) to approve the agenda as presented. Motion carried. No negative votes.

3. CHAIRPERSON AND VICE CHAIRPERSON APPOINTMENTS

•Schultz nominated Orłowski for Chair. Orłowski accepted.

Motion (Schultz/Orłowski) to elect Orłowski as Chair of Marinette County Tourism Alliance Marketing Sub-Committee. Motion carried. No negative votes.

•Orłowski nominated Schultz for Vice Chair. Schultz accepted.

Motion (Orłowski/Schultz) to elect Schultz as Vice Chair of the Marinette County Tourism Alliance Marketing Sub-Committee. Motion carried. No negative votes.

4. APPROVE/AMEND MINUTES OF FEBRUARY 3, 2009

Motion (Schultz/Orłowski) to accept the minutes of February 3, 2009 as presented. Motion carried. No negative votes.

5. PUBLIC COMMENT

•Putnam explained locations for public meetings should be centrally located in the county. Public meeting locations are preferred to be at town or village halls or other public government facilities and must be ADA accessible.

•Putnam will be facilitating round table forums at the Governor's Conference in La Crosse based on the successful strategies from the marketing committee.

•Orłowski would like representation from research and finance sub-committees present at quarterly marketing meetings.

6. NEWS AND EVENTS CORRESPONDANCE RECEIVED

- Darge discussed an idea from Larry Smith of the Beecher area on an authentic fur trading post and Indian village along the Menominee River near the Four Seasons Resort.
- Discover MediaWorks, Inc. is possibly changing their television partner to American Trail Rider TV. The scope of the contract for the ATV TV show will not change.

7. INVOICE APPROVAL

- Darge submitted an invoice from Quick Signs for three “the real north” trade show signs to be made totaling \$159.73.

Motion (Schultz/Orlowski) to recommend the invoices as submitted. Motion carried. No negative votes.

8. FINANCE REPORT (RENEE KRESL)

- Renee Kresl was unable to attend the meeting. Finance will be represented at the April 2, 2009 meeting.

9. SUMMER/FALL ADVERTISING PROPOSALS (KAREN WIDMAR)

- Discussed Milwaukee County Zoo and Parks interactive kiosks are placed in five locations at four parks and the county zoo. One full year of advertising will cost \$1875.00. This includes a home page interactive banner which opens to a full page ad for “the real north”, using a specialized URL to track hits from the kiosks of www.exploretherealnorth.com.
- Discussed Gannet newspapers will include one ad in 10 different geographical newspapers. The ads will run in April and June. Cost for each advertising run is \$2,212.53.
- Discussed Wisconsin Journeys is a full color banner for \$425.00 and is dependent on co-op with other partners.
- Discussed Northern Breezes on-line and printed publication. The ad is a full color, half page ad and will run 3 times from May – September for \$1,287.00.
- Discussed adjusted publication advertising costs from January through July fourth = \$29,929.75.

Motion (Orlowski/Schultz) to partner on Northern Breezes advertisement with the Tourism Partnership and Marinette County Tourism Alliance Committee for \$643.50 each for a total of \$1,287.00 for three half page ads of full color, to run 3 times. Motion carried. No negative votes.

Motion (Schultz/Orlowski) for approval of the Summer/Fall all media advertising proposals submitted by Widmar for \$8,012.00. Motion carried. No negative votes.

10. TOURISM DIRECTOR REPORT

- Darge handed out new survey cards and revised snowmobile trail call reports, graphed by how many calls came in each day.

11. TRADE SHOW GOVERNOR’S CONFERENCE BREAK-OUT SESSIONS

- Discussion that break-out session attendance should be chosen wisely. No action taken.

12. 2010 GUIDE REVISIONS AND LAYOUT CHANGES.

- Discussion that colors should remain the same. Include community profiles with limited advertising space for each area. Proposing Marinette County Tourism Alliance Committee set up a “guide task force” to determine further changes. Proposed the Research Committee track guide inventory and distribution locations as well as track survey cards – where they are sent and when they are restocked. No action taken.

13. FUTURE AGENDA ITEMS

- Annual newsletter proof
- Finance Committee report from Rene Kresl

14. NEXT MEETING DATE, TIME AND PLACE

- Thursday, April 2, 2009. Wausaukee Village Hall, 9:00 a.m.

15. ADJOURN

Motion (Schultz/Orlowski) to adjourn the meeting at 12:47 p.m. Motion carried. No negative votes.

Jamie Darge
Marinette County Tourism Director
March 6, 2009

Date Approved or Corrected:

Note: Agenda items may not be considered and acted upon in the order listed.

Jon Kukuk, Chair (Marinette Menominee Chamber)	John Deschane, Ex Officio (Crivitz Village Pres.)	George Bousley (Marinette County Board)
Renee Kresl, Finance Chair (Peshtigo Chamber)	Don Clewley, Ex Officio (MCABI Exec. Dir)	Erik Aleson (County Parks)
Dave Schultz, Marketing Chair (Dunbar ATV)	Jim Brien (At Large)	Steve Corbeille (County Administrator)
Don Novak, Research Chair (City of Niagara)	Lorrie Wickman	Paul Putnam (UW- Extension)
Shirley Prudhomme (At Large)	Maggie Kailhofer	County Clerk
Peggy Hansen (Cougar Country Business Association)	Mary Johns	Media
Jim Orlowski (Crivitz Recreation Association)	Kim Orlando	Posting
Ken Casper (Marinette County Board)	Leon Popp	Jamie Darge
Nicholas Lakari, Vice Chair (Marinette County Board)	Amy Shaffer (Crivitz Business Association)	Karen Widmar
Becky DeWitt (City of Marinette)		

IF YOU ARE AN INDIVIDUAL WITH A DISABILITY AND NEED A SPECIAL ACCOMMODATION WHILE ATTENDING THIS MEETING AS REQUIRED BY THE AMERICAN WITH DISABILITIES ACT, PLEASE NOTIFY COUNTY CLERK KATHY BRANDT, MARINETTE COUNTY COURTHOUSE (715-732-7406) AT LEAST 24 HOURS PRIOR TO THE MEETING IN ORDER TO MAKE SUITABLE ARRANGEMENTS. THANK YOU. (TDD# 715-732-7760)

