



MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE
MARKETING COMMITTEE
WEDNESDAY, JANUARY 6, 2010 – 1 P.M.
WAUSAUKEE VILLAGE HALL – 428 HARRISON AVE., - WAUSAUKEE

Committee Members Present: Chair Jim Orłowski, Leon Popp, Shirley Prudhomme,

Committee Members Absent: Jim Brien

Others Present: Jamie Darge, Tourism Director;

1. CALL TO ORDER

The meeting was called to order by Chair Orłowski at 1:50 p.m.

2. AGENDA

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

3. MINUTES OF DECEMBER 17, 2009

MOTION (Prudhomme/Popp) to accept the minutes as amended. Motion carried. No negative votes.

4. PUBLIC COMMENT

None.

5. ERIK ALESON (COUNTY PARKS DEPARTMENT) UPDATE ON NON-MOTORIZED COUNTY RECREATION TRAIL SYSTEMS

Erik Aleson updated the committee on the grant funding options for developing and maintaining non-motorized recreation trails, ADA accessibility improvements and waterfall/trail signage improvements throughout Marinette County Parks.

6. PROCESS FOR SECURING CO-OP MARKETING PARTNERSHIPS

Discussion included having the Marketing Committee develop a contact list of partners for each individual co-op marketing opportunity. Darge will then secure the partnerships with the contacts by having the proper documentation completed and collect the funds for the partner's portion of the advertising cost, which will then be paid in full by the Tourism Alliance.

MOTION (Prudhomme/Popp) to approve the above discussed policy for securing co-op marketing partnerships. Motion carried. No negative votes.

7. ADVERTISING WITH INTERSTATE SPORTSMAN OUTDOORS AND ADDING TO THE 2010 MARKETING PLAN

MOTION (Popp/Prudhomme) to postpone this item until a later date. Motion carried. No negative votes.

8. 2010 MARKETING PLAN CHANGES

Discussion included adding participation in six trade shows at a total cost of \$5410 and doing a co-op for the cost of those shows with county associations/businesses. Discussion also included adding five publications to print advertising at a total cost of \$8050, deleting three print publications at a credit of \$1864 and co-oping the cost of one print publication for a reduced cost of \$390.

MOTION (Orlowski/Popp) to include in 426-101 print ads the Gannett 10 Spring and Summer publications in 2nd quarter at a total cost of \$4500 and the Illinois Snowmobiler, Wisconsin Snowmobile News and Sno-Touring Magazine in 4th quarter at a total cost of \$3550, while deleting 2nd and 3rd quarter American Road Magazine, and 3rd quarter Wisconsin Golfer Magazine for a credit of \$1864. 2nd quarter Wisconsin Golfer Magazine is only to be a co-op with county golf courses to save \$390 on the cost of the ad or do not advertise without a co-op partner. Motion carried. No negative votes.

MOTION (Orlowski/Prudhomme) attendance at the governor's conference should not come out of the trade show account 290-000 and the Finance Committee should determine where the funds should be appropriated to for attendance at educational conferences. Motion carried. No negative votes.

9. ASKING THE TOURISM ALLIANCE FOR GUIDANCE ON THE APPROVAL PROCESS FOR THE 2010 MARKETING PLAN

MOTION (Orlowski/Prudhomme) to request from the Tourism Alliance a policy on approvals of adjustments and changes made to the marketing plan. Motion carried. No negative votes.

10. MARKETING BUDGET ADJUSTMENTS

Discussion included re-appropriating the \$2500 from account 426-104 Discover Wisconsin, \$2000 from account 426-108 to 290-000 Sport Shows and 426-101 Print Ads, increasing Sport Shows from \$5000 to \$8750 and Print Ads from \$28,563.39 to \$29,313.39.

MOTION (Prudhomme/Popp) to accept the marketing budget adjustments noted above. Motion carried. No negative votes.

11. CURRENT INVOICES AND BUDGET APPROPRIATIONS

MOTION (Popp/Prudhomme) to accept the invoice from Boomerang Marketing for consulting and print ads totaling \$3996.25 and Channel 5 WRFV for the snowmobile trail report totaling \$137 and forward to the Tourism Alliance for payment. Motion carried. No negative votes.

12. TRADE SHOW FUNDING REQUEST WITH IRON SNOW SHOE, INC.

MOTION (Prudhomme/Popp) to accept the trade show funding request from Iron Snow Shoe, Inc. for \$900 and recommend to the Tourism Alliance for payment. Motion carried. No negative votes.

13. PARTICIPATION IN THE MILWAUKEE SPORT SHOW MARCH 10-14, 2010

MOTION (Prudhomme/Orlowski) to participate in the Milwaukee Sport Travel Show from March 10-14, 2010 at a 50/50 co-op cost with Crivitz Recreation Association of no more than \$1450. Motion carried. No negative votes.

14. PARTICIPATION IN THE ILLINOIS AMERICA OUTDOOR SHOW JANUARY 27-31, 2010

MOTION (Prudhomme/Orlowski) to participate in the Illinois America Outdoor Show from January 27-31, 2010 at a 50/50 co-op cost with Popp's Resort of no more than \$1510. Motion carried. No negative votes. Popp abstained.

15. TOURISM DIRECTOR'S REPORT

Darge reported on the snowmobile trail condition calls received at the Chamber of Commerce from December 15-January 2.

16. FUTURE AGENDA ITEMS

- Participation in the Madison Fishing Expo (co-op with Crivitz Rec.) from February 26-28, 2010
- Co-op with County Parks Department in the Rockford Camping & RV Show March 19-21, 2010
- Design and layout suggestions of county visitor guide
- Topics for the annual newsletter

17. NEXT MEETING DATE, PLACE AND TIME

January 28, 2010 at 9:00am at Wausaukee Village Hall

18. ADJOURN MEETING

MOTION (Orlowski/Popp) to adjourn the meeting at 4:10pm. 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 7, 2010

Date Approved or Corrected