



MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE
MARKETING COMMITTEE MEETING
Friday, JULY 25, 2013 – 9:05 am.
North Country Real Estate Office-117 North Highway 141, Crivitz

Committee Members Present: Randy Polson, Barb Vand Dei Hei, Liz Chapman

Committee Members Absent: none

Others Present: Becky DeWitt, Interim Tourism Director;

1. CALL TO ORDER

The meeting was called to order by Chair Van de Hei at 9:05 AM

2. AGENDA

MOTION (Chapman/Polson) to approve the agenda as Amended. Motion carried. No negative votes.

3. APPROVE MINUTES OF JUNE 27, 2013

MOTION (Polson/Chapman) to approve the minutes as presented. Motion carried. No negative votes

4. PUBLIC COMMENT

N/A

5. Discuss/consider current invoices and budget appropriations. Action if any.

MOTION(Polson/Chapman) to approve payment of invoices: Motion carried.
Explore Wisconsin Milwaukee Journal/Sentinel \$1680

6. Discuss/Consider Marketing plan for balance of 2013. Action if any.

MOTION(Van de Hei/Polson) to approve U.P. State Fair booth of \$410 plus \$20 for camping for this years fair and recommend to the MCTAC to go forward and solicit additional volunteers to assist in manning the booth. Motion Carried.

7. Discuss/Consider Marketing plan for 2014.

Discussion. Continue to review plan.

8. **Discuss/Consider Marinette County Tourism TV show with UW Milwaukee Film School.**
Information only.
Chair Van de Hei provided information on potential project.

9. **Review Operating Rules for Marketing Committee. Information only.**
N/A To be placed on next month's agenda

10. **Interim Tourism Director's report.** Action if any.
Discuss/consider Elegant Seagulls Website re-design.
MOTION: (Chapman/Polson) to recommend to MCTAC to accept new proposal by Elegant Seagulls. Motion carried.

11. **FUTURE AGENDA ITEMS**

- Marketing plan for balance of 2013
- Market plan for 2014 breakdowns
- Review operating rules for marketing committee
- Media presentations

12. **NEXT MEETING DATE, TIME AND PLACE**
August 8, 2013, 5PM at Crivitz Village Hall, Crivitz, WI

13. **Adjourn Meeting**

MOTION: (Chapman/Polson) Motion Carried. No negative vote. Meeting adjourn at 10:20

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

Becky DeWitt
Interim Marinette County Tourism Director
July 1, 2013

Date approved or amended

