



MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE

TOURISM ALLIANCE MARKETING COMMITTEE MEETING TUESDAY, FEBRUARY 3, 2009 - 9 A.M. NORTH COUNTRY INN - DUNBAR

Committee members present: Dave Schultz, Jim Orłowski, Barb Ambrose. Leon Popp

Others present: Jamie Darge, Karen Widmar

1. CALL MEETING TO ORDER
The meeting was called to order by Chair Schultz at 9:12 a.m.
2. APPROVE/AMEND AGENDA
Motion (Orłowski/Ambrose) to approve agenda as presented. Motion carried. No negative votes.
3. APPROVE/AMEND MINUTES OF JANUARY 7, 2009
Motion (Ambrose/Orłowski) to amend the minutes as presented. Motion carried. No negative votes.
Marketing Committee would like the Marinette County Tourism Alliance Committee to submit a letter (drafted by Dave Schultz) to the Marinette County Board to initiate talks with the DNR and Forestry Departments on moving forward with the Peshtigo River Trail connection.
4. PUBLIC COMMENT – ACTION, IF ANY.
 - Popp Submitted billing for WGBA TV 26 weather billboard ad totaling \$192.50 for 11 aired spots. **Motion** (Orłowski/Ambrose) to approve payment of bill as presented. Motion approved. No negative votes.
5. NEWS REPORT – ACTION, IF ANY.
 - Darge reported on current updates. Darge is registered for the Governor’s Conference in LaCrosse over the dates of March 15-17. There are rooms available through Ken Casper. Marketing Committee would like 3 Marinette County Tourism Alliance members to attend. Barb Ambrose will attend on the 16 & 17 only. Jim Orłowski would attend as an alternate. They would also prefer someone from the Finance Committee to attend. Stipulation that \$1000 be allotted for each attendee as an allowance to include registration, lodging, mileage expense and meals. **Motion** (Popp/Schultz) to approve recommendation of attendees to the Gov. Conference and take to Marinette County Tourism Alliance Committee for final approval. Motion carried. No negative votes.
 - Darge reported on problems with visitor’s guide. Corrupted computer issues have postponed the printing of the guide. The guide is currently being redone with a Friday, February 6 print date pending approval from printing production manager. No action required.
 - Discover Wisconsin handed out over 200 visitors guide from 2008 at the recent Green Bay Camping and RV Show. Requested 8 more boxes for the upcoming Madison and Milwaukee shows. No action required.
 - Trade Show signage. Using the size of the Crivitz Recreation Association signs and having 2 hard signs made along with a small “logo” only emblem type sign. Currently receiving bids on having signs made from various Marinette print shops. No action required.
 - Darge has received the needed software to be able to handle all changes and updates to The Real North website. Once guide has been accepted by the printer, Darge will seek training from Scott Widmar on how to use the software and make all future changes. No action required.

6. REPORT ON WEB ACTIVITY – ACTION, IF ANY.
 - Karen Widmar reported on web activity. Web activity is down slightly for December and January. The “daily visits” are ok with 50-80 hits, but improvement is needed to get the hits back to 100+. Entry/exit sections show which pages the visitor entered the site and exited the site. For tracking purposes, the marketing committee would like the website to have a section where you enter your zip code. This way the site will send a cookie to all visitors and we can monitor where the visitors are located. You will only have to enter your zip code on the first time you visit the site. This will help coordinate with advertising.

7. TOURISM DIRECTOR REPORT. ACTION, IF ANY.
 - ATV zip code graphs/snowmobile trail call graphs – Darge supplied graphs showing locations of callers inquiring about ATV trails and snowmobile trail calls from Dec. 18, 2008-Jan 23, 2009. Popp recommended breaking out the snowmobile trail calls by day. No action required.
 - Revised survey cards – Darge supplied proofs of the revised survey cards. 1000 of each color to be printed by Darge. Ambrose offered to print for cost of ink and paper stock. Orlowski to handle installing a drop box or mail box for completed cards at the Crivitz Tourism Booth.
 - Event updates – Darge reported on upcoming tourist related events in the county.
 - SAGBRAW Bicycle Tour on Aug. 1 & 2. Kicking off event in Marinette. Looking for volunteers to join the Host town Committee in Marinette. No action required.
 - Street Rodder Magazine is doing a cross country tour to the National Hot Rod Association Reunion, then on to St. Ignace, MI. The exact route is still to be determined, so Darge mailed out a packet of information. The route coordinator likes what northeast Wisconsin has to offer. Possibly entering Wisconsin through Niagara, spending a day/overnight in the Pembine/Niagara area to view waterfalls, visit antique shops, and possibly take a guided ATV or UTV tour. No action required.

8. DISCUSS/CONSIDER TRADE SHOW PROCEDURES – HOW TO WORK THE SHOWS AND WHO ATTENDS. ACTION, IF ANY.
 - Crivitz Recreation Association submitted paperwork for three trade shows. Breakdown as follows: Milwaukee show - \$3115.00; Chicago show - \$2805.00; Madison show - \$2380.00. Totaling - \$8300.00. Marinette County Tourism Alliance to receive paperwork for approval at meeting on 2/5/09 for approval on payment of 50-50 co-op totaling - \$4150.00.
 - Popp submitted paperwork for two trade shows. Rockford at \$500 and Chicagoland at \$700. \$300 will need to come out of special projects to cover shows. **Motion** (Ambrose/Schultz) to accept the trade show paperwork and submit to the Marinette County Tourism Alliance for approval and payment. Motion carried. No negative votes.

9. FURUTE AGENDA ITEMS
 - Gov. Conference agenda to determine break-out sessions to attend
 - Karen Widmar to attend with proposals for summer advertising opportunities as well as Milwaukee County Parks and Zoo video kiosk proposals
 - Rene Kresl to attend for finance update
 - 2010 Guide revisions

10. NEXT MEETING DATE, TIME, LOCATION
Monday, March 2, 2009 at Wausaukee Village Hall

12. ADJOURN MEETING
Motion (Orlowski/Ambrose) Motion carried. No negative vote. Meeting adjourned at 11:38a.m.

Submitted by
Jamie Darge, Marinette County Tourism Director

