



## MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE

### TOURISM ALLIANCE MARKETING COMMITTEE MEETING WEDNESDAY, JANUARY 7, 2009 - 9 A.M. WAUSAUKEE VILLAGE HALL

Committee members present: Dave Schultz, Jim Orłowski, Barb Ambrose

Others present: Jamie Darge

1. CALL MEETING TO ORDER  
The meeting was called to order by Chair Schultz at 9:15 a.m.
2. APPROVE/AMEND AGENDA  
**Motion** (Orłowski/Ambrose) to approve agenda as presented. Motion carried. No negative votes.
3. APPROVE/AMEND MINUTES OF DECEMBER 4, 2008  
**Motion** (Ambrose/Orłowski) to approve the minutes as presented. Motion carried. No negative votes.
4. PUBLIC COMMENT
  - Marinette County Cross Country Ski Association will not be grooming the Seymour Rapids trails system during 2008-2009 winter due to eliminating debt by selling one groomer. Kirby Hills is groomed by the DNR and is available for use.
  - Discover Media Works – Drive-to-Destination Contest. Dining and lodging packages for contest give-away.
  - County warehouse and booth items – may need a locked crib for items. Trade show sign is currently missing.
  - Darge to have access to update all areas of The Real north website.
  - Placing annual news letter on website.
  - Procedure for sport shows paperwork. Darge to keep on file funding for requests. Possibly post on website with password access.
5. NEWS REPORT – ACTION, IF ANY.
  - Ambrose discussed advertising in 2009 Pine Mountain Continental Cup magazine. \$150 for full page ad at 3000 copies. **Motion** (Orłowski/Schultz) to continue advertising in Pine Mountain Magazine with web link added to page. Motion carried. No negative votes.
  - Received a refund for over-payment in the Buyers Guide of \$601.00.
  - Boomerang Marketing invoice for \$1003.40 for December services rendered. **Motion** (Orłowski/Ambrose) to approve invoice as presented. Motion carried. No negative votes.
6. REPORT ON WEB ACTIVITY – ACTION, IF ANY.  
No report.
7. DISCUSS PESHTIGO RIVER TRAIL CONNECTION. ACTION, IF ANY.  
Orłowski reported that the trail connection is vital to tourism in Marinette County. Set up meeting with the contact from Paul DeLong to show the progress that has been made and start negotiations between the state and the county governments that the Marinette County Tourism Alliance Marketing Committee is in support of the trail connection. **Motion** (Schultz/Ambrose) to move forward with the above plan. Motion carried. No negative votes.
8. DISCUSS SPORT SHOW PAPERWORK AND APPROVAL FROM MARINETTE COUNTY

TOURISM ALLIANCE COMMITTEE. ACTION, IF ANY.

Sport show paperwork will be presented at the January meeting.

Discussed Governor's Conference attendance. Marketing would like to use "special project" funds to Send 3 Marinette County Tourism Alliance Committee members to the conference. **Motion** (Schultz/Orlowski) to approve. Motion carried. No negative votes.

10. FUTURE AGENDA ITEMS

- Trade Show procedures – how to work the shows and who attends
- Web Activity Report
- Director Report

12. NEXT MEETING DATE, TIME, LOCATION

Wednesday, February 4, 2009 at North Country Inn, Dunbar

13. ADJOURN MEETING

**Motion** (Orlowski/Ambrose) Motion carried. No negative vote. Meeting adjourned at 11 a.m.

Submitted by

Jamie Darge, Marinette County Tourism Director