



MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE
MARKETING COMMITTEE MEETING
THURSDAY, FEBRUARY 25, 2010 – 9 A.M.
WAUSAUKEE VILLAGE HALL – 428 HARRISON AVE., WAUSAUKEE

Committee Members Present: Chair Jim Brien, Jim Orloski, Peggy Landwer, Dick Matty

Committee Members Absent: Amy Shaffer

Others Present: Jamie Darge, Tourism Director; Shirley Prudhomme, Leon Popp

1. CALL TO ORDER

The meeting was called to order by Chair Orloski at 9:05 a.m.

2. AGENDA

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

3. ELECTION OF CHAIR AND VICE CHAIR

Discussion included Orloski nominating Brien as Chair of the Marketing Committee. Brien accepted the nomination unopposed. Discussion also included Brien thanking the former members of the committee that were present for their time spent on the committee and welcomed the new members to the Marketing Committee.

MOTION (Matty/Landwer) to elect Brien as Chair of the Marketing Committee by unanimous vote. Motion carried. No negative votes.

4. MINUTES OF FEBRUARY 4, 2010

Discussion included editing the motion under item #10.

MOTION (Orloski/Brien) to approve the minutes of February 4, 2010 with the amendment of item #10 as follows: "To accept the following revisions to the county guide: Not allowing private business advertising before the county parks page 8, as noted in the 2010 county visitor guide, rotating county topic pages annually, including more information on ATV, creating separate pages for snowmobiling and ATVing, redesigning the waterfalls pull out, advertising on the back cover; all non-Marquette County advertisement placement, making the Menominee, MI page appear different from the rest of the guide and replacing the Marinette Menominee Area Chamber of Commerce phone number with the Marinette County Tourism 800 number on the table of contents page. Motion carried. No negative votes.

5. PUBLIC COMMENT

Popp stated the costs of the America Outdoor Show were substantially less than expected and submitted his expenses for the 50/50 co-op partnership with Popp's Resort.

6. CURRENT INVOICES AND PROPER BUDGET ACCOUNT APPROPRIATION

MOTION (Landwer/Matty) to accept the invoice from WFRV TV 5 for the January Snowmobile Trail report totaling \$853.00. Motion carried. No negative votes.

7. ADVERTISING WITH MINNESOTA OFFROAD MAGAZINE

MOTION (Orlowski/Matty) to revisit and discuss advertising with Minnesota Offroad Magazine at the July marketing meeting. Motion carried. No negative votes.

8. LAYOUT AND DESIGN CHANGE SUGGESTIONS TO THE COUNTY VISITOR GUIDE

Discussion included explaining to the new committee members the objective of the agenda item in regards to suggesting layout and/or design changes that will increase the quality of the county visitor guide. No action taken.

9. COUNTY VISITOR GUIDE ADVERTISEMENT PRICING STRUCTURE AND CO-OP WITH COUNTY PARTNERS

Discussion included explaining to the new committee members the current pricing structure that has been in place since 2007, the co-op procedure with the county partners and the objective to create a pricing structure that will invite more advertising partners. No action taken.

10. LAYOUT AND TOPIC FOR THE 2010 ANNUAL TOURISM NEWSLETTER

Discussion included adding topics such as: including a trade show itinerary with individual summaries of each show, an article on the Governor's Conference, and the calendar of events in the newsletter. No action taken.

11. PURCHASING CONSTANT CONTACT AS THE ONLINE NEWSLETTER PROVIDER FOR THE TOURISM ALLIANCE ANNUAL NEWSLETTER

Discussion included the three tiered pricing structure options for using Constant Contact on either a 6 month or 12 month basis.

MOTION (Matty/Landwer) to recommend purchasing Constant Contact as the online newsletter provider for the tourism Alliance annual newsletter for 12 months at a cost of no more than \$12.75/month to the Tourism Alliance Committee. Motion carried. No negative votes.

12. TOURISM DIRECTOR'S REPORT

•SNOWMOBILE CALL REPORTS

Darge reported on the Snowmobile Trail inquiries received at the Chamber for the month of February. (Attachment A)

•MARKETING PLAN

Darge explained the updated marketing plan showing actual costs inserted where invoices have been received for payment. (Attachment B)

13. FUTURE AGENDA ITEMS

- Marketing Plan
- Karen Widmar from Boomerang Marketing
- Billboard advertising
- County guide layout and design suggestions
- County guide pricing structure
- Topics for the 2010 Annual Tourism Newsletter
- Advertising with Terrain Tracks
- Director Reports: Governor Conference report

14. NEXT MEETING DATE, PLACE AND TIME

March 25, 2010 at 1:00 p.m., Wausaukee Village Hall.

15. ADJOURN

MOTION (Landwer/Matty) to adjourn the meeting at 11:25 a.m. Motion carried. No negative votes.

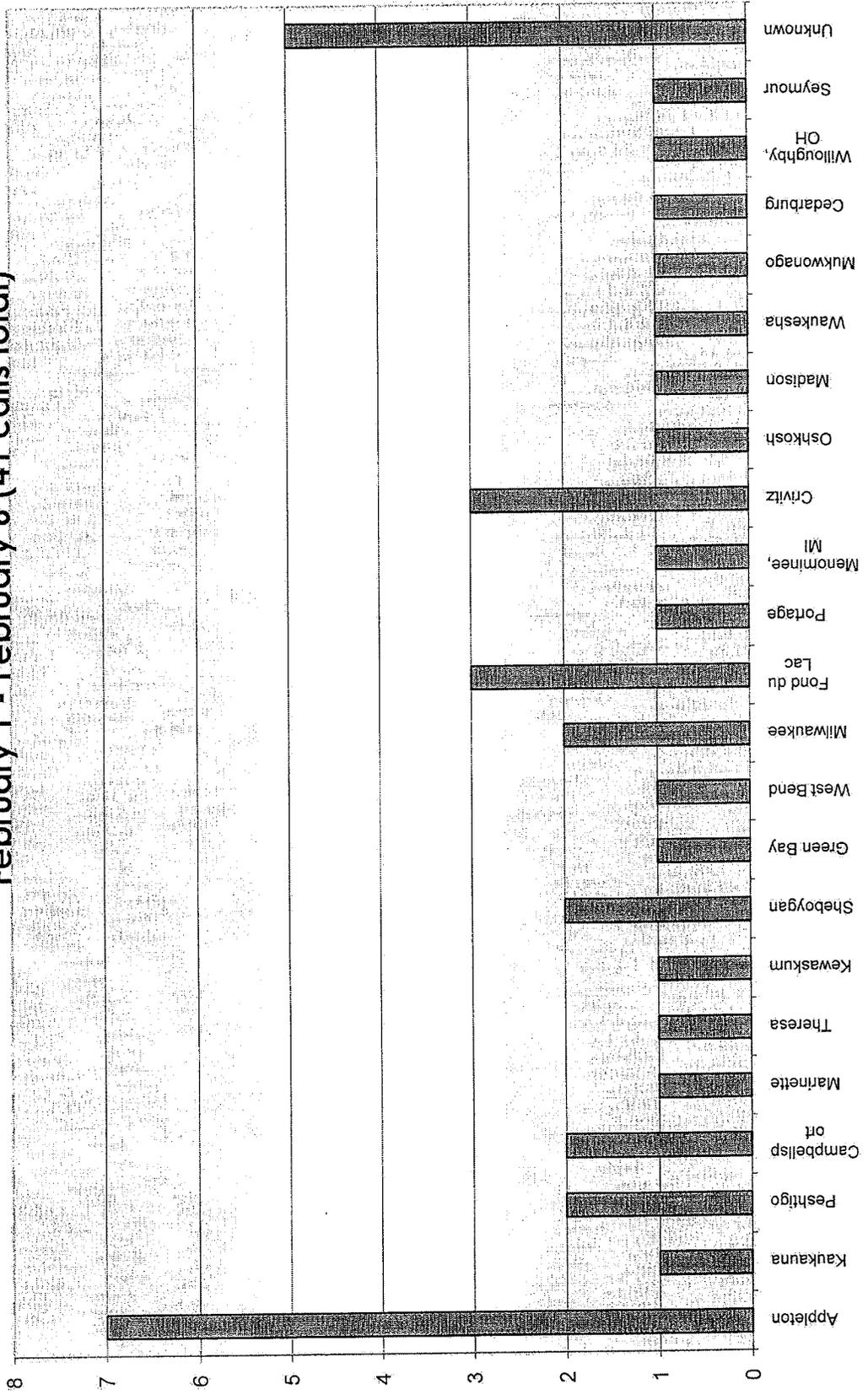
**Attachments that may be noted above are available for public viewing by contacting Marinette County Tourism at 800-236-6681.*

Jamie Darge
Marinette County Tourism Director
February 25, 2010

Date Approved or Corrected

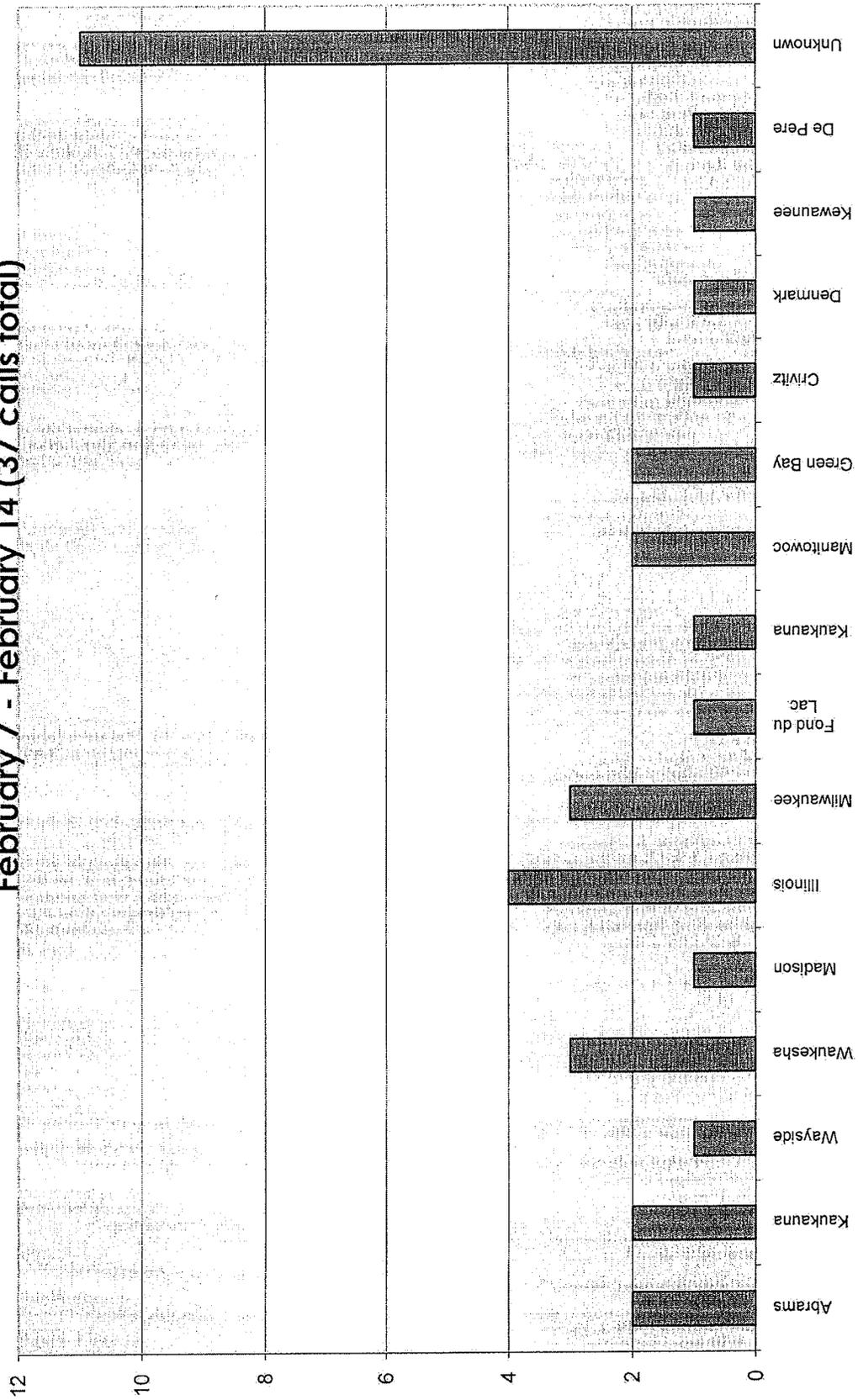
Attachment A

February 2010 Snowmobile Call Locations February 1 - February 6 (41 calls total)



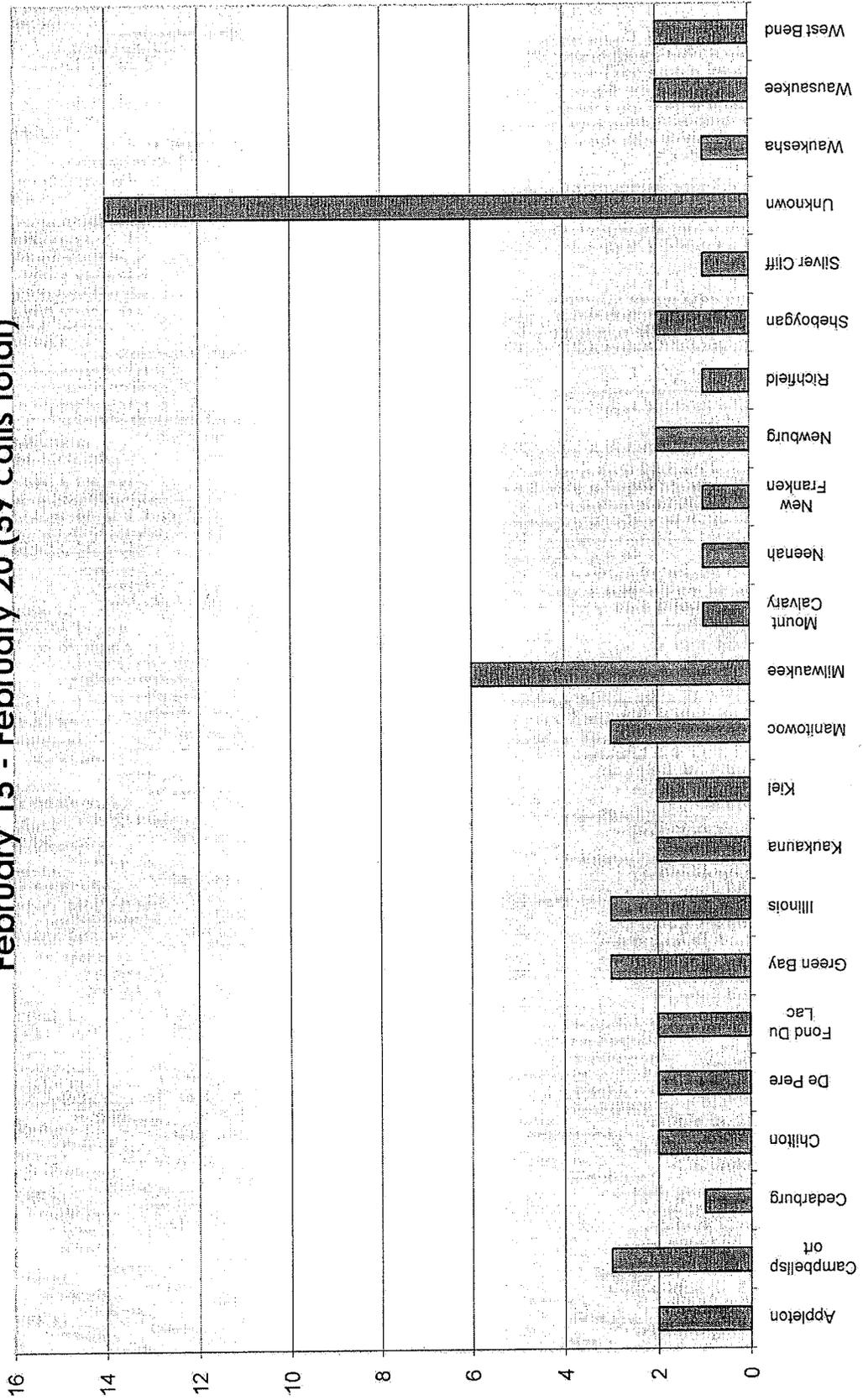
Attachment A

February 2010 Snowmobile Call Locations February 7 - February 14 (37 calls total)



Attachment A

February 2010 Snowmobile Call Locations February 15 - February 20 (59 calls total)



Attachment B

PUBLICATIONS - 426-101
 - price, quantity, format, etc. changed

Date Approved	First Quarter (Jan-March)	Budget	Committed	Invoice Month	Actual Amount	Comments	Assets Shown
1/6/2010	**Chicago Journal & Topics	\$1,975.00	\$1,975.00	March	\$1,595.75	1/2 pg. 4.75" x 13.5" full color banner	Provided editorial - all activities
1/6/2010	Midwest Outdoors	\$1,255.00		March		Spring/Summer	Hunting/Fishing - spring opener
1/6/2010	Wisconsin Summer Travel Guide	\$1,011.00		TBD		1/2 page full color	All summer activities
	Quarterly Budget/Cost	\$4,241.00	\$1,975.00	Quarterly Budget/Cost	\$1,595.75		
	2nd Quarter (April - June)	Budget	Committed	Invoice Month <td>Actual Amount <td>Comments <td>Assets Shown</td> </td></td>	Actual Amount <td>Comments <td>Assets Shown</td> </td>	Comments <td>Assets Shown</td>	Assets Shown
1/6/2010	Wisconsin Golfer	\$390.00		TBD		Do ONLY if co-op can be arranged, full price \$780 1/6 pg ad May, June	Golf Courses
1/6/2010	**MIS Destinations	\$1,350.00	\$1,350.00	April		Mini Brochure ad	General destination
1/6/2010	**MIS Getaways	\$3,125.00	\$3,125.00	June		1/4 page full color	Family kayaking, boating, playing in park
1/6/2010	OK Wisconsin Outdoors	\$1,200.00		July		1 yr commitment. 2009 price of \$600 was a 50% discount	brand & image
1/6/2010	Gannett Papers	\$2,250.00		March		Gannett 10 Spring	boating, brand & image
1/6/2010	Gannett Papers	\$2,250.00		April		Gannett 10 Summer	boating, brand & image
	Quarterly Budget/Cost	\$10,565.00	\$4,475.00	Quarterly Budget/Cost	\$0.00		
	3rd Quarter (July - Sept.)	Budget	Committed	Invoice Month <td>Actual Amount <td>Comments <td>Assets Shown</td> </td></td>	Actual Amount <td>Comments <td>Assets Shown</td> </td>	Comments <td>Assets Shown</td>	Assets Shown
1/6/2010	**Chicago Journal & Topics	\$1,975.00	\$1,975.00	August	\$1,595.75	4.75" x 13.5" full color banner	Provided editorial - all activities
1/6/2010	Midwest Outdoors	\$1,255.00		Sept.		1/4 pg. Full Color	Hunting/fishing/ATV, etc.
	Quarterly Budget/Cost	\$3,230.00	\$1,975.00	Quarterly Budget/Cost	\$1,595.75		
	4th (Quarter Oct. - Dec)	Budget	Committed	Invoice Month <td>Actual Amount <td>Comments <td>Assets Shown</td> </td></td>	Actual Amount <td>Comments <td>Assets Shown</td> </td>	Comments <td>Assets Shown</td>	Assets Shown
1/6/2010	**Chicago Journal & Topics	\$1,975.00	\$1,975.00	Nov/Dec	\$1,595.75	1/4 page full color	Provided editorial - all activities
1/6/2010	Wis. Winter Travel Guide	\$2,375.00		August		Full page full color	All winter sports
1/6/2010	**MIS Winter Getaways	\$3,125.00	\$3,125.00	Nov/Dec		1/4 page full color	All winter sports
1/6/2010	Illinois Snowmobiler	\$1,100.00		August		1/2 page full color banner	Snowmobiling
1/6/2010	Wisconsin Snowmobiler	\$1,600.00		August		1/2 page full color banner	Snowmobiling
1/6/2010	Sno-Touring Magazine	\$815.00		November		1/4 page full color	Snowmobiling
	Quarterly Budget/Cost	\$10,990.00	\$5,100.00	Quarterly Budget/Cost	\$1,595.75		
	Planned portion of budget:	\$29,026.00	\$13,525.00				
	Budgeted amount available	\$287.39					
				Total Spent	\$4,787.25		