



MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE
MARKETING COMMITTEE MEETING
THURSDAY, JUNE 24, 2010 – 1 P.M.
WAUSAUKEE VILLAGE HALL – 428 HARRISON AVE., WAUSAUKEE

Committee Members Present: Chair Jim Brien, Peggy Landwer, John Guarisco, Loretta Millette

Committee Members Absent: Dick Matty

Others Present: Jamie Darge, Tourism Director

1. CALL TO ORDER

The meeting was called to order by Chair Brien at 1:02 p.m.

2. AGENDA

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

3. MINUTES OF APRIL 22, 2010

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

4. PUBLIC COMMENT

None to report.

5. CURRENT INVOICES AND BUDGET APPROPRIATIONS

Discussion included invoices from Ad-Lit for \$1100, April/May Gannet 10 newspapers for \$4398.10, Milwaukee Journal Sentinel for \$3599.77, Boomerang Marketing for \$434, and On Wisconsin Outdoors for \$600 totaling \$10,276.87.

MOTION (Millette/Landwer) to accept invoices totaling \$10,276.87 and recommend to the Tourism Alliance for payment. Motion carried. No negative votes.

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

Discussion included changing the cover and page border colors to green and having a proof to show for the next marketing meeting. No action taken.

7. CREATING A COUNTY WIDE GEO-CACHE TREASURE HUNT

Discussion included working with Dave Bendtschneider and his geo-cache group to place caches around the county in the fall of 2010. Dave Bendtschneider is to inform the marketing committee of what information is needed to place in the caches. Darge will look into receiving or purchasing Marinette County trinket items to use in the caches and finding free advertising outlets for geo-caching. No action taken.

8. OBTAINING CO-OP PARTNERS TO PARTICIPATE IN THE ADVENTURE IN TRAVEL EXPO FROM JANUARY 29-30, 2011

Discussion included Guarisco asking the Crivitz Recreation Association if they would be interested in doing a 50/50 co-op partnership for \$1350 to help cover the cost of the Adventure in Travel Expo show. No action taken.

9. ON-LINE ADVERTISING WITH AMERICAN ROAD MAGAZINE

MOTION (Guarisco/Landwer) to advertise for three months from August through October with an on-line tile banner not to exceed the cost of \$175/mo. or \$525 total. Motion carried. No negative votes.

10. WISCONSIN VISITOR CENTER GUIDE DISTRIBUTION POLICY

Discussion included the Gateway 10 Wisconsin Welcome Center locations and the fee to distribute literature at the locations being based on the budget specifications outlined on the attached document. (Attachment A)

MOTION (Guarisco/Millette) to enter into a contract with the Gateway 10 Sponsors with a fee due for distributing the Marinette County Visitor Guide at all 10 Wisconsin Welcome Center locations, not to exceed \$500, per the Marinette County Tourism Alliance budget qualifications. Motion carried. No negative votes.

11. 2011 BUDGET APPROPRIATIONS

MOTION (Guarisco/Landwer) to accept the attached 2011 proposed budget appropriations and recommend to the Tourism Alliance Committee for approval. Motion carried. No negative votes. (Attachment B)

12. TOURISM DIRECTOR'S REPORT

Darge reported that the real north website has been hit by hackers and will be moved to a secure server. Darge also reported that Karen Widmar of Boomerang Marketing is opening Otter Marketing and will submit a proposal to the Tourism Alliance Committee to consider moving the marketing services contract to Otter Marketing.

13. FUTURE AGENDA ITEMS

- Geo-cache treasure hunt
- Adventure in Travel Expo co-op
- 2011 Marketing Plan recommendations
- Rustic Roads – meet with County Highway Department
- Waterfall access – meet with County Parks Department

15. NEXT MEETING DATE, PLACE AND TIME

Thursday, July 22, 2010 at the Wausaukee Village Hall at 1:00 p.m.

16. ADJOURN MEETING

MOTION (Guarisco/Landwer) to adjourn the meeting at 2:44 p.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
June 28, 2010
Date Approved or Corrected

Gateway Visitor Information Centers Brochure Distribution Policy - 2010

Gateway Visitor Information Centers

Administered by the Superior Chamber of Commerce
205 Belknap Street
Superior, WI 54880
Telephone: 715-394-7716 Fax: 715-394-3810
dm@superiorchamber.org

■ PROGRAM ADMINISTRATION

The Gateway Visitor Information Centers (GVICs) is a partnership between the ten (10) Visitors Centers in the gateway locations of Beloit, Hudson, Hurley, Kenosha, La Crosse, Marinette, Onalaska, Platteville, Prairie du Chien and Superior located in the State of Wisconsin that administer the tourism industry brochure and publication distribution. These policies set forth the standards by which such publications may be displayed.

■ PROGRAM OVERVIEW

Brochures and publications promoting travel attractions and destinations are eligible for distribution and/or display by the 10 Gateway Visitor Information Centers. Brochure and publication space is limited and therefore subject to availability. GVIC cannot guarantee the number of brochures that will be distributed. Brochures will be displayed in the racks by geographic region with the possible exception of publications or freestanding racks, which will be placed where space is available.

Signed contracts are required annually, and no refunds will be made. Payment must be received in advance of display and/or distribution of brochures and/or publications.

Literature Criteria

1. Literature must represent a **Wisconsin** entity. Literature that promotes Wisconsin jointly with other states must demonstrate a balance of content about Wisconsin equal or greater than any other individual state.
2. Literature must be clearly **Tourism related**, containing useful information such as specific listings of accommodations, events, attractions, area services, recreational opportunities, maps and other such resources for travelers.
3. Literature must promote one or more of the following:
 - a. **Destination** – a specific county, city, town or village, a defined area or region of the State, or other geographical location or point of interest.
 - b. **Attraction** – a natural or man-made point of interest providing educational, historical or entertainment value to travelers, more specifically defined below in Definitions: 4. Attractions.
 - c. **Event** – a festival or occasion that occurs over a fixed period of time and is not a permanent entity.

Definitions

1. Literature must be sized to fit existing display racks in two categories:
 - a. **Brochure Space.** Any advertorial piece or map – Minimum 3.5" x 7". Maximum 4" x 9".
 - b. **Guide Space.** Standard or booklet size magazines/guides. Minimum 5.5" x 8.5". Maximum 8.5" x 11".
2. **Display Rack:** A self-standing display space of up to 9"w x 12"h.
3. **Entity.** The company or organization that provides a brochure or publication for display at the GVICs.
4. **Attraction.** Any travel attractions, destinations, structures or places of natural, scenic, historical, cultural, educational, entertainment or professional/technical interest and/or allure to the vacation traveler or other entity which is the subject matter of a brochure or publication.

Approval Process

Any Wisconsin tourism-related entity may apply to place a brochure or publication at any or all 10 Gateway Visitor Information Centers. Payment of an annual Sponsorship Fee is required and will include distribution at all ten of the Gateway Visitor Information Centers.

1. To be considered, complete and mail the attached Brochure Reservation Form, along with the appropriate Brochure Distribution Sponsorship Fee, and five printed copies of the brochure to:

Gateway Visitor Information Centers

205 Belknap Street
Superior, WI 54880

Please Note: In order to approve the brochure or publication, GVIC must know its exact appearance, format, and contents; therefore conceptual renditions will not be considered.

2. GVIC will notify you with its decision within a week to 10 days of receipt of submission.
3. Upon acceptance, the Production and Shipment Requirements as set out below apply. Please do not ship any materials until you receive a specific order from each individual GVIC.

■ PRODUCTION & SHIPMENT REQUIREMENTS

Packaging and shipment of brochures and/or publications to the 10 Gateway Visitor Information Centers (GVICs) must adhere to the following requirements to ensure timely stocking and display of your materials.

1. For timely distribution of dated and seasonal information, materials should be supplied to the GVICs at least 60 days prior to the event or opening date.
2. You will be notified by each GVIC the quantity of your brochures and/or publications for the initial and subsequent shipments. All materials must be provided free-of-charge to the GVICs. Shipping expenses are your responsibility.
3. Inserts or coupons must be pre-attached to brochure/publication prior to delivery.
4. Total quantity must be marked on each carton.
5. Cartons should not exceed 35 pounds. Cartons exceeding 35 pounds may be declined upon receipt.
6. Deliveries will only be accepted during each GVIC's business hours. Contact the individual GVICs before delivering publications.

Placement of the brochures within each GVIC will be determined by the GVIC staff. Every effort will be made by the GVIC staff to display your brochure/publication in each Center's display racks designated for your geographic region of Wisconsin.

■ DISCLAIMER

The distribution and display of public and private brochures and/or publications at Gateway Visitor Information Centers does not constitute an endorsement or recommendation of the product or guarantee the accuracy of the information provided. The Gateway Visitor Information Centers remain the controlling authority at all times, and the distribution and display of brochures/publications is at the sole and absolute discretion of Gateway Visitor Information Centers.

Information and forms available on the following websites

industry.travelwisconsin.com	www.kenoshacvb.com	www.prairieduchien.org
www.visitbeloit.com	www.explorelacrosse.com	www.platteville.com
www.hudsonwi.org	www.marinette.wi.us	www.superiorchamber.org
www.hurleywi.com	www.discoveronalaska.com	

For questions, please contact David Minor at 715-394-7716 or dm@superiorchamber.org, or Kathy Kopp at 608-348-8888 or director@platteville.com.

2010 GATEWAY TEN BROCHURE DISTRIBUTION SPONSORSHIP FEES

The Brochure Distribution Sponsorship Fees Schedule is based on your organization budget and organization status. The Sponsorship Fee is on an annual basis and includes distribution at all ten of the Gateway Visitor Information Centers. Payment must be made prior to shipment of materials. Send payment along with this form to: Gateway Ten, 205 Belknap Street, Superior, WI 54880.

	2010 Organization Operating Budget	DMOs Sponsorship Fees	For-Profit Organizations Sponsorship Fees
	\$2 million plus	\$4,000	\$5,000
	\$1 million to \$1,999,000	\$3,000	\$4,500
	\$500,000 to \$999,000	\$2,000	\$3,500
	\$250,000 to \$499,000	\$1,000	\$2,500
	\$125,000 to \$249,000	\$750	\$1,500
	\$50,000 to \$124,999	\$500	\$750
	\$49,999 or less	\$250	\$400

* Destination Marketing Organizations (DMOs) include Chambers of Commerce, Convention and Visitors Bureaus, and local units of government.

PLEASE DO NOT SHIP MATERIALS PRIOR TO APPROVAL, PAYMENT OF SPONSORSHIP FEES AND RECEIPT OF A SPECIFIC ORDER FROM EACH GVIC!

Your Contact Information:

Dated: _____

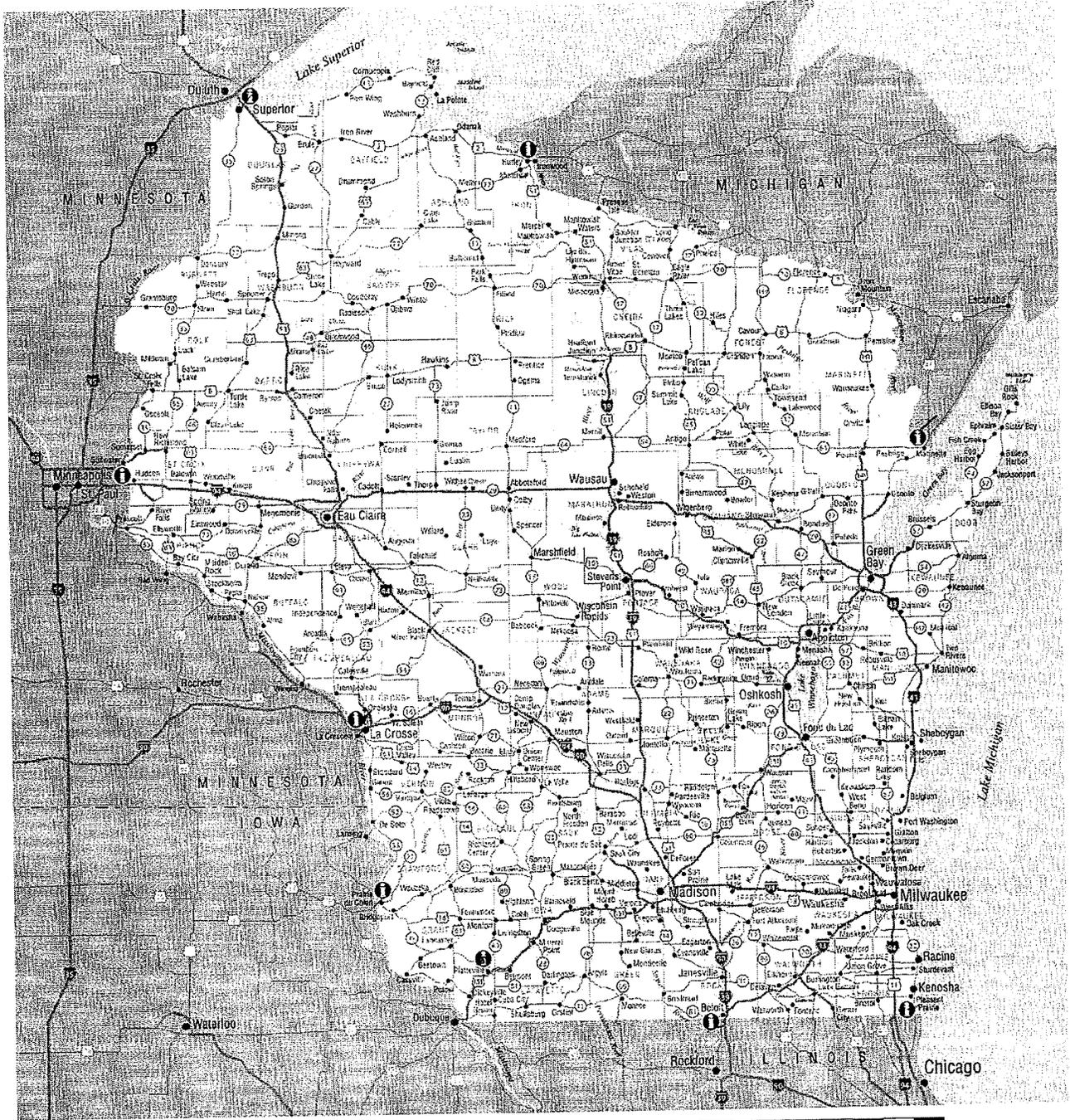
Location/Business

Contact Email Address

Contact Person

Contact Phone Number

Gateway Visitor Information Center Locations



i = Gateway Visitor Information Centers

TOURISM COMMITTEE - 2011 BUDGET

Attachment B

CALENDAR YEAR 2011		2009 BUDGET	2010 BUDGET	2011 PROPOSED BUDGET
INCOME:				
ACCT 100	Previous year FUND BALANCE APPLIED	\$ 33,690.92	\$ 9,513.00	\$ 2,454.39
ACCT 100	COUNTY	\$ 95,000.00	\$ 95,000.00	\$ 95,000.00
ACCT 100	CO-OP ADVERTISING	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00
	WFRV Snowmobile runs	\$	\$ 990.00	
ACCT 100	TOURISM GUIDE			
ACCT 100	MEMBERSHIPS			
TOTAL INCOME		130,190.92	107,003.00	\$98,954.39

CALENDAR YEAR 2011		2009 BUDGET	2010 BUDGET	2011 PROPOSED BUDGET
EXPENDITURES:				
ACCT 290	SPORT SHOWS	\$ 5,000.00	\$ 8,750.00	\$ 8,750.00
ACCT 291	PURCHASE OF SERVICE	\$ 45,000.00	\$ 45,000.00	\$ 50,000.00
ACCT 411	POSTAGE	\$ 2,000.00	\$ 500.00	\$ -
ACCT 412	NEWSLETTER (QTRLY)	\$ 800.00	\$ -	\$ 200.00
ACCT 413	COURTHOUSE PRINTING	\$ 300.00	\$ -	\$ 100.00
ACCT 426	ADVERTISING			
426-100	\$55,523.00			
426-101	MEDIA KIT	\$ 42,500.00	\$ 29,306.51	\$ 26,300.00
426-102	PRINT ADS	\$ 2,500.00	\$ 1,750.00	\$ 1,000.00
426-103	WEB SITE	\$ 450.00	\$ 450.00	\$ 450.00
426-104	HOSTING WEB SITE	\$ 2,500.00	\$	\$ 800.00
426-105	DISCOVER WISCONSIN	\$ 5,000.00	\$ 5,250.00	\$ 5,250.00
426-106	CONTRACTED MARKETING SERVICES	\$ 1,073.00	\$ 1,850.00	\$ 750.00
426-107	MARKETING MATERIALS	\$ 1,500.00	\$ 3,000.00	\$ -
426-108	TRAIL NATIONS TV/ATV ILLUSTRATED TV	\$	\$ 3,690.00	\$ 3,460.00
	ELECTRONIC ADS			
	Total Marketing			\$37,210.00
ACCT 498	FUND BALANCE / SPECIAL PROJECTS	\$ 15,067.92	\$ 2,455.50	\$ 1,894.39
ACCT 568	ADMINISTRATION	\$ 5,000.00	\$ 5,000.00	\$ -
TOTAL EXPENDITURES		128,690.92	107,002.01	\$ 98,954.39

REVISED (start date 6/11/2010)