



MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE
MARKETING COMMITTEE MEETING
THURSDAY, NOVEMBER 17, 2011 – 9 A.M.
WAUSAUKEE VILLAGE HALL – 428 HARRISON AVE. - WAUSAUKEE

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

Committee Members Absent: None

Others Present: Jamie Darge, Tourism Director; Ellen Sorenson, County Administrator; Barb VandeHei, Bay Cities Radio

1. CALL TO ORDER

The meeting was called to order by Chair Brien at 9:02 a.m.

2. AGENDA

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

3. MINUTES OF OCTOBER 27, 2011

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

4. PUBLIC COMMENT

Darge introduced guests County Administrator Ellen Sorensen and Barb VandeHei from Bay Cities Radio.

5. CURRENT INVOICES AND BUDGET APPROPRIATIONS

MOTION (Guarisco/Landwer) to approve payment of invoices for Camping Life for \$920 and Chicago Journal & Topics Winter Travel for \$1170.75 – totaling \$2090.75. Motion carried. No negative votes.

6. THE REAL NORTH ADVERTISEMENT AIR TIMES ON BAY CITIES RADIO WITH GUEST BARB VANDEHEI

Barb VandeHei was present to explain the three stations and air times of the real north advertisements. No action taken.

7. PARTICIPANTS TO WORK THE TOURISM BOOTH FRO THE CENTRAL WISCONSIN SPORT SHOW IN WAUSAU FROM FEBRUARY 17-19, 2012

Discussion included who would be available to work the booth at the sport show and visiting the item again in December. No action taken.

8. TOURISM DIRECTORS REPORT
•REVIEW 2012 COUNTY VISITOR GUIDE PROOF

Darge provided a proof of the 2012 county visitor guide, reported on the negotiations of the televised snowmobile trail report with WTMJ NBC 4 in Milwaukee and gave a follow-up to the Discover Wisconsin segment currently in production.

9. FUTURE AGENDA ITEMS

- Snowmobile Trail Report cost
- Proof of the snowmobile trail report
- Central Wisconsin Sport Show attendees

10. NEXT MEETING DATE, TIME AND PLACE

Thursday, December 15, 2011 at 9 a.m. at the Wausaukee Village Hall

12. ADJOURN MEETING

MOTION (Guarisco/Landwer) to adjourn the meeting at 9:47 a.m.

**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
November 17, 2011

Date Approved or Corrected