



MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE
MARKETING COMMITTEE MEETING
THURSDAY, OCTOBER 18, 2012 – 9 A.M.
WAUSAUKEE VILLAGE HALL - 428 HARRISON AVE. - WAUSAUKEE

Committee Members Present: Chair Jim Brien, John Guarisco, Melissa Chavez,

Committee Members Absent: Deva Bhatt

Others Present: Jamie Darge, Tourism Director; Shirley Prudhomme, Peshtigo Times

1. CALL TO ORDER

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

2. AGENDA

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

3. MINUTES OF SEPTEMBER 27, 2012

MOTION (Guarisco/Chavez) to amend the minutes by removing the Wausau County fair reference in item #9 COUNTY FAIRS AND EXPO SHOW TO PARTICIPATE IN DURING 2013. Motion carried. No negative votes.

4. PUBLIC COMMENT

None.

5. CURRENT INVOICES AND BUDGET APPROPRIATIONS

MOTION (Guarisco/Chavez) to approve the invoices totaling \$483.00. Motion carried. No negative votes.

6. APPROVAL OF THE TRADE SHOW FUNDING REQUEST FOR IRON SNOW SHOE TO PARTICIPATE IN THE FALL SNOWMOBILE EXPO SHOWS LOCATED IN MILWAUKEE (OCTOBER 12-14, 2012) AND WAUSAU (NOVEMBER 19-21, 2012)

Discussion included not receiving the request by 60 days prior to the event, not having any stock of county visitor guides for Iron Snow Shoe to distribute and ways to track the effectiveness of the co-op partnerships.

MOTION (Guarisco/Chavez) not to approve the Trade Show Funding Request with Iron Snow Shoe and to send a letter stating the reasons noted above in discussion. Motion carried. No negative votes.

7. WEBSITE UPGRADES AND SITE MAP CONTENT

MOTION (Chavez/Guarisco) to move forward with the website design process. Motion carried. No negative votes.

8. PURCHASING PHOTO UPGRADES AND BROCHURE RACKS TO UPGRADE THE TRADE SHOW BOOTH

Discussion included purchasing two wire countertop brochure racks for the trade show booth and obtaining quotes for new photos to be done. No action taken.

9. COUNTY FAIRS AND EXPO SHOWS TO PARTICIPATE IN DURING 2013

Discussion included obtaining vendor information for participating in the Wisconsin State Fair, the Outagamie County Fair, the Marathon County Fair and the Escanaba / UP State Fair to discuss at the next meeting. No action taken.

10. FUTURE AGENDA ITEMS

- County/State Fairs / Expo Shows
- Trade show photo quotes
- Tracking the effectiveness of attending trade shows (Chicago Travel Expo costs)
- Flat rate for trade show co-ops

11. NEXT MEETING DATE, TIME AND PLACE

Thursday, December 6, 2012 at 8:30 a.m. at north Country Real Estate in Crivitz.

12. ADJOURN MEETING

MOTION (Chavez/Guarisco) to adjourn the meeting at 9:53 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
October 18, 2012

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Date Approved or Corrected