

TOURISM ALLIANCE COMMITTEE

TOURISM ALLIANCE MARKETING COMMITTEE MEETING THURS. OCTOBER 30, 2008 - 5 PM PINE ACRES RESORT, CRIVITZ

Committee members present: Dave Schultz, Jim Orlowski, Barb Verdegan, Leon Popp, Jim Brien

Others present: Jamie Darge, Karen Widmar, Erik Aleson

1. CALL MEETING TO ORDER
The meeting was called to order by Chair Schultz at 5:00pm
2. APPROVE/AMEND AGENDA from August 21, 2008
Motion (Orlowski/Popp) to approve agenda. Motion carried. No negative vote.
3. APPROVE/AMEND MINUTES OF AUGUST 21, 2008
Motion (Verdegan/Orlowski) to AMEND the minutes as presented. Motion carried. No negative vote. (see summarization attached) Changes include: errors on co-op ad between Iron snowshoe and county for ad in OH State Magazine - ad was only county. Also, IL/WI Snowmobile News states to run 2 full page ads each - should read - 1 full page ad for 2 issues in each publication with a 50/50 split in cost between Iron Snowshoe and County.
4. PUBLIC COMMENT
County Fair - Better Organization, better preparation, volunteer accountability
Trade Show booth - Located and moved to County Warehouse on State St. in Marinette
Banners - Have found one Real North/Marinette County sign for tradeshow booth. County Waterfall Capital banner not found. Would like new sign, larger in size with larger "Marinette County" font. Jamie to get price quotes for 6ft. & 8ft banner to share with Crivitz Rec. and 1 cardboard sign larger in size with larger font. Work with Karen from Boomerang Marketing on this.
5. REPORT ON WEB ACTIVITY - Website receiving most traffic May thru July - picking up again in October. (Handout) URL Referral hits totaled out and Entrance Page hits totaled out on handout from Karen Widmar - shows what URL links are hitting from what advertisements that were placed.

RESULTS OF SURVEY CARDS - Survey card are almost gone. Darge redesigning new card with Change - add: golf, gender; line for "place" card was received from. Continuing with 4 color categories. Darge to receive bids on print options per price breakdown to determine how many to Print. Survey Card Results Report to have zip code statistics added by Darge.
6. COUNTY PARKS UPDATE (Erik Aleson) - Discussion - No action taken (see summarization attached)
Erik reported on camping and day use permits and revenue being down almost \$20k so far in 2008. Darge to send story pitch to 3 major newspapers, Green Bay Press Gazette, Milwaukee Journal Sentinel & Chicago Tribune on waterfalls and co. parks/waterfalls in hopes of generating traffic to parks.
Erik and Jamie to work on Wall Calendar idea over winter months to present to Parks Committee and TA in Spring of 2009 - 3 Calendar ideas: Waterfalls, Lakes/Streams/Rivers and County Parks - starting with 2010 year.
County Maps - Parks Dept. had 25,000 reprinted and is currently distributing. Darge to help distribute with Visitor Guides where needed. Who pays for next map print - HWY dept. to have money in budget per state for county HWY maps? - look into legalities w/putting advertising on county map.
7. MARKETING AND ADVERTISING NEEDS & UPDATES - Karen Widmar, Action, if any (see summarization attached)

- Wisconsin Journey's banner ad & web link for winter edition. \$271.00 - banner ad, \$50.00 for web link = \$321 total - Motion (Popp/Orlowski) to approve Karen handling invoicing and banner/web link ad placement for Wis. Journey's. Motion carried. No negative vote.
Motion (Orlowski/Popp) to approve \$2805.25 to Boomerang Marketing for design, photos of snowmobile ads from August meeting. Motion carried. No negative vote.
8. 2009 BUDGET BREAKDOWN - Discuss. Action, if any
 Tabled - Pending 2009 actual approved budget and receiving facts and figures from Rene Kresl.
 9. SNOW SHOWS PAPERWORK - Discuss. Action, if any
 Funding request for \$1128.50 for 2008 Snow Tradeshows - shared expense with Iron Snowshoe.
Motion (Schultz/Brien) to approve payment of \$1128.50. Motion carried. No negative vote.
 Indianapolis show co-op with Crivitz Rec. 50/50 shared costs of lodging, meals and mileage. Motion (Schultz/Orlowski) Motion carried. No negative vote.
 10. ATV ILLUSTRATED TV PROPOSAL - Discuss. Action, if any. (See summarization attached)
 Discussed ATV Illustrated TV show and 50/50 partnership with ATV clubs and TA for 2yr term 2009-2011 (see summarization attached).
 Total cost for 2yr contract = \$6750 - TA has credit of \$750 from Discover WI to use. Actual cost \$6000. 50/50 split with 4 ATV clubs and TA. Verdegan to hold fund raiser with clubs to help clubs to generate their portion of cost.
 4 ATV clubs at a cost of \$1500/yr - total. (\$3000/2yr commitment). TA at a cost of \$1500.yr - total. (\$3000/2yr commitment). Add to Nov. TA agenda in November for final approval. Motion (Popp/Orlowski) to approve cost and forward to TA Nov. meeting. Motion carried. No negative vote.
 11. SUMMARY COVER SHEETS - Discuss. Action, if any
 TA requests cover sheet with attached ad and pricing info. to be presented to MCTAC before marketing places and pays for ads. Rene Kresl to come to quarterly marketing committee meetings to make sure budget is on track and compare expenditures for accuracy. Discuss at Nov. MATAAC meeting if this is necessary as timelines for ad placement may mean missed opportunities and lost revenue. No action taken.
 12. IDENTIFY THE 26 ASSETS THE COUNTY HAS, CROSS RECREATOR, WHO THEY ARE -
 Discuss. Action, if any.
 Refer to Marketing Plan, pages 27-29. Tabled. No action taken.
 13. TRAVEL WISCONSIN - MARKETING PLAN - Discuss. Action, if any.
 No report given - follow up for Nov. meeting.
 14. FUTURE AGENDA ITEMS
 - 26 Assets of county, cross recreator
 - 2009 Budget Breakdown
 - ATV Illustrated Approval from TA
 - Summary Cover Sheets
 - Travel Wisconsin report
 15. NEXT MEETING DATE, TIME, LOCATION
 North County Inn, Dunbar, 9:00am
 16. ADJOURN MEETING
Motion (Orlowski/Brien) Motion carried. No negative vote. Meeting adjourned at 7:41pm

Submitted by
 Jamie Darge, Tourism Director

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Meeting Summarization

#6) COUNTY PARKS UPDATE - DISCUSSION -

Ideas to help Parks department generate revenue. Darge will pitch a story on waterfalls and county parks to 3 major newspapers (attached): Green Bay Press Gazette, Milwaukee Journal Sentinel, Chicago Tribune. Darge and Erik Aleson will work together over the winter month to design a calendar. 3 calendar options: waterfalls, county parks and lakes/rivers/streams. Darge and Aleson will put together a presentation of costs for print, interested retail places to sell calendars at "wholesale" prices (gift shops, etc) in county, and design template calendar for use at both Parks and MCTAC meetings in spring of 2009. Calendar should be ready for distribution by Nov of 2009 for the 2010 year.

County Maps - who will pay for new map in 2010? Is the Hwy department required to have budgeted monies to print HWY maps? Are there legalities to using advertising on the county road maps? Maybe set up subcommittee to work on the maps - who pays what?, ATV/Snowmobile clubs donate for portion of cost due to trail maps being on the HWY map, HWY Dept required to have budgeted money for map prints?

#7) MARKETING & ADVERTISING NEEDS - DISCUSSION -

Media kits - done (1 time expenditure - no expense for 2009 budget). Karen to report on results from URL's to make sure where we need to allocate money for 2009. Want to keep Midwest Outdoors, Wisconsin Outdoor News and Milwaukee Journal Sentinel vacation guides print ads. Get a summarization from Karen Widmar on what publications we dropped in August and will not renew in 2009. We want to keep targeting the North and West areas of the Milwaukee area. (East Troy, Muskego, etc) Orłowski wants to continue to target ad's that worked in 2008. Popp wants to address the snowmobile season before Christmas and again after Jan. 1 for TV ads. Jamie to get report together on Visitor Guide requests to Chamber and Visitor Centers for next meeting - (Joyce at Chamber has UPS receipts - showing locations). Do banner ad and web link on Wisconsin Journeys winter edition. \$271 for banner + \$50.00 for web link = \$321.00. Karen to provide cost comparison from URL's so we know where to allocate money for 2009 budget.

Keep money for: Midwest Outdoors, Wis. Outdoor News & Milwaukee JS vacation guides. Karen to provide summarization on what publications we dropped in August and where money can be allocated to. Stay with target areas North and West of Milwaukee fro ads. (Popp) address snowmobile season with TV ad right before Christmas and right after 1st of year.

Midwest Outdoors TV show - add to TA Nov Agenda - split with Crivitz Rec., Iron Snowshoe, and TA. Popp to place ad. Already in budget for 2009 budget. Karen to get breakdown to Jamie by 11/13 to take to TA meeting. Boomerang Marketing to handle all ad placements - any calls to committee should be referred to Karen. Karen to verify \$610.01 invoice from Wis. Journey's and pay.

#10) ATV ILLUSTRATED TV PROPOSAL - DISCUSSION -

Proposing 2 yr partnership (2009-2011) with ATV clubs, county and state for funding of ATV TV Show. State would pay \$11,000 (\$5500/yr); County to pay \$6750 (\$3375/yr); and ATV Clubs to pay \$1000 each (\$500/yr each) BVI - A Marketing Company - Barb Verdegan to organize fund raiser for ATV clubs to help offset cost of TV show.

ITEMS TO ADD TO MCTAC NOVEMBER AGENDA:

- Summary Cover Sheets - concern of delaying ad placement due to waiting an extra month for final approval from MCTAC - missed advertising opportunities. Timeliness of going to MCTAC after marketing committee has already approved to move forward with ads. When would this be effective?
- Rene Kresl coming to quarterly marketing meetings to discuss where we are at with the budget and keeping expenditures in line.

- Request for funding to share expenditures with Iron Snowshoe for Snowmobile Show. Shared cost of \$2257.00. County's portion \$1128.50. Marketing approves expense - forward to TA for approval to pay.