



MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE
COMMITTEE MEETING
THURSDAY, JUNE 10, 2010 – 6:00 P.M.
STEPHENSON PUBLIC LIBRARY – 1700 HALL AVENUE - MARINETTE

Committee Members Present: Chair Jon Kukuk, Vice Chair Nick Lakari, Amy Shaffer, Renee Kresl, Peggy Hansen, Shirley Kaufman, Becky DeWitt, John Guarisco, Shirley Prudhomme, Joetta Bartolac

Members Absent: Dick Matty, Leon Popp, Jim Brien, Peggy Landwer, Loretta Millette

Others Present: Jamie Darge, Tourism Director; Maggie Kailhofer, Governor Thompson State Park, Sandra Bartoszek

1. CALL TO ORDER

The meeting was called to order by Chair Kukuk at 6:09 p.m.

2. AGENDA

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

3. MINUTES OF MAY 13, 2010

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

4. PUBLIC COMMENT

Sandra Bartoszek introduced herself as a citizen interested in Tourism and possible future membership on the Tourism Alliance Committee. Bartolac would like committee members to please make a phone call to other members if they will not be in attendance at meetings. Shaffer questioned the role of committee members not assigned to sub-committees.

5. CURRENT NEWS AND EVENT CORRESPONDENCE

Darge reported on an article being published in the July/August issue of Lakeshore Luxury Living Magazine, written by Allison Thompson on the Marinette County Waterfalls.

6. REPORTS

RESEARCH

DeWitt reported that there was not a quorum for the June 2 Research meeting. DeWitt stated email responses were received from all Research Committee members and there will be a quorum for the June 30 Research meeting.

MARKETING

Darge summarized the Marketing Committee meeting minutes from the May 20, 2010.

FINANCE

Kresl explained invoices received from Midwest Outdoors for \$1155.00, Chicago Journal & Topics Newspaper for \$1595.75, Milwaukee Journal Sentinel for \$1251.00, Ad-Lit, Inc. for \$505.50, Crivitz Recreation for \$1450.00 and \$944, Tourism Agreement for \$3750.00 and Tourism mileage for \$484.50 totaling \$11,135.75.

MOTION (Guarisco/Prudhomme) to approve the invoices as presented in the amount of \$11,135.75 and recommend payment to the Economic Development & Tourism Committee. Motion carried. No negative votes.

MARINETTE COUNTY TOURISM DIRECTOR

Darge reported that 'The Real North (Marinette County)' Facebook page is up and running and presented a copy of the monthly tourism e-newsletter. (Attachment A)

7. IMPROVEMENTS TO THE STATE/COUNTY PARKS

Kailhofer gave an update on progress of the construction project at Governor Thompson State Park.

8. REVISIONS TO THE TOURISM SUPPORT AGREEMENT

Kukuk presented a copy of the current draft of the Tourism Support Agreement. (Attachment B) Discussion included quarterly (not annual) feedback from the Chamber of Commerce concerning Director performance, objections to the retention of 30% of the net profits from the visitor guide by the Chamber, clarification as to how involved the Tourism Alliance and Marketing Committee should be with approval of the visitor guide contents, and clarification to the wording for who actually prepares meeting agendas and minutes. Kresl asked all committee members to please put all change suggestions on paper and submit to Kukuk as soon as possible.

9. PARTNERSHIP BETWEEN BOOMERANG MARKETING AND MARINETTE COUNTY TOURISM

Darge updated the committee on the working relationship between Boomerang Marketing and Marinette County Tourism.

10. PURCHASING A LAPTOP COMPUTER AND PROJECTOR

Discussion included pricing and compatibility of various laptop models and projectors, and who would retain ownership of the laptop computer.

MOTION (Lakari/DeWitt) that the Tourism Alliance purchase a Lenovo ThinkPad with Windows 7 Pro at a price of \$738.48 with wireless capabilities. Motion carried. One negative vote. Prudhomme opposed.

MOTION (Guarisco/DeWitt) to amend the previous motion to allow the Chamber to use a portion of the funds referred to as “surplus money” to purchase a Lenovo ThinkPad for \$738.48 and the laptop would be property of the Chamber of Commerce. Motion carried. One negative vote. Prudhomme opposed.

11. FUTURE AGENDA ITEMS

- Tourism Support Agreement
- Budget worksheets
- Non-Marinette County Business advertising in the visitor guide
- Quarterly Marketing Plan Review
- Quarterly Budget Review

12. NEXT MEETING DATE, TIME AND PLACE

Thursday, July 8, 2010 at 6:00 p.m. at a Peshtigo location.

13. ADJOURN

MOTION (Kresl/Shaffer) to adjourn the meeting at 7:24 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.*

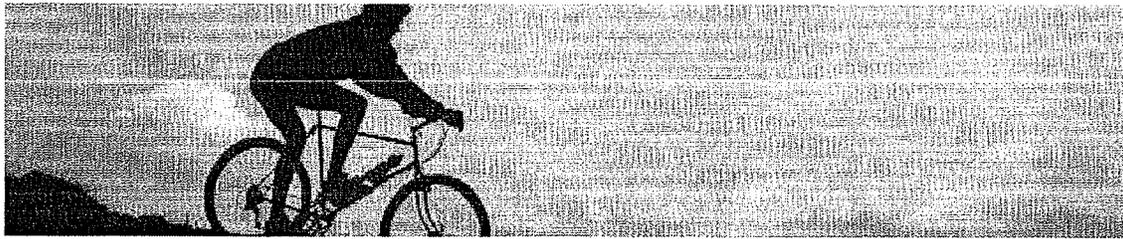
Jamie Darge
Marinette County Tourism Director
May 14, 2010

Date Approved or Corrected

Having trouble viewing this email? Click here

Attachment A

www.therealnorth.com



Issue: # 1

June/2010

IN THIS ISSUE

ST. HUBERT'S SHRINE

JUNE CALENDAR OF EVENTS

QUICK LINKS

REGISTER NOW

CALENDAR

MORE ON US

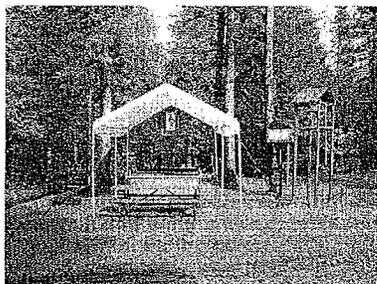
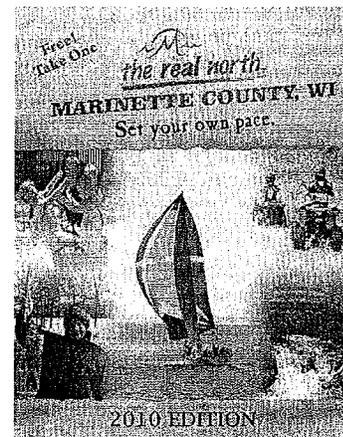


MARINETTE COUNTY RECREATION NEWS

What will you find on your travels through Marinette County?

This newsletter will invite you to explore the little known secrets of Marinette County. Featuring a new destination each month, we will take you off the beaten path to some of Marinette County's most hidden treasures!

Bring your camera, the scenic beauty you will find is only the beginning of our trip!



St. Hubert's Shrine

Nestled between the town's of Goodman and Dunbar, St. Hubert's Shrine lies among the deep forest.

Saint Hubert was born about 656. He was known to be a great hunter who always got more than his share of meat. Today, it would be known as overkill or poaching.

St. Hubert married a woman of church background who changed his life for the better, but after a short time, she passed away. It wasn't long before St. Hubert left behind the

ways of the church.

As the story goes, St. Hubert was out hunting on Good Friday when he came across a large stag with huge antlers. He drew back to shoot and saw a radiant crucifix between the horns. Not taking his shot, St. Hubert dropped to the ground and asked the Lord what to do. It was from that day on that St. Hubert vowed to protect animals.

Turning his faith back to the church after this magnificent spiritual experience, St. Hubert became a priest, and later, a bishop. He spent the remainder of his life converting many to the faith by showing his skill with a bow and arrow.

Today, a beautiful shrine sits on this peaceful wooded site. Used as a quiet refuge for visitors, this site offers an annual mass during the first weekend of August to bless hunters with safety and good fortune during the hunting season. After the mass, those in attendance celebrate with great food and drink in the picnic area.

At over 50 years old, this shrine is just one of the little known treasures of Marinette County.

It's location in northern Marinette County is best traveled to either by car or ATV. Travel along Highway 8 to Shrine Road (west of County I). Turn north on Shrine Road and go about 3 miles. Turn East (right) and travel about 1/4 mile. There is a sign at the shrine location. This is where you will find the Prayer of the Woods.

I am the heat of your hearth on cold winter nights, the friendly shade screening you from the sun, and my fruits are refreshing droughts quenching your thirst as you journey on. I am the beam that holds your house, the board of your table, the bed on which you lie, and the timber that builds your boat.

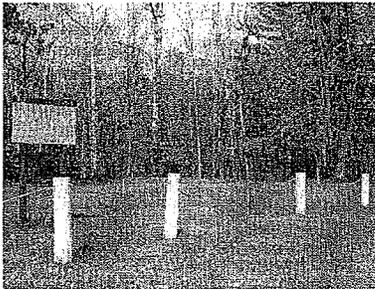
I am the handle of your hoe, the door of your homestead, the woods of your cradle, and the shell of your coffin.

I am the bread of kindness and the flower of beauty.

Ye who pass by, listen to my prayer: Harm me not.

Note: If you look at a bottle of Jagermeister, you will see a stag with a cross symbol between the antlers.

Content provided by Hilbert "Slug" Radtke.



DO YOU KNOW WHERE THIS PHOTO WAS TAKEN?

READ OUR JULY ISSUE TO FIND OUT MORE!

JUNE CALENDAR OF EVENTS

- June 5 - CRAFTERS MARKET - Wausaukee
WAUSAUKEE AREA FARMER'S MARKET
25th YEAR WALLEYE TOURNAMENT
- June 6 - OPEN HOUSE AT GOVERNOR THOMPSON STATE PARK
- June 9 - BANDS AT BADGER PARK - Peshtigo
- June 10 - CRIVITZ FLEA MARKET
- June 12 - 28th ANNUAL PORTERFIELD COUNTRY MUSIC FESTIVAL
JERRY PARINS CRUISE FOR CANCER - Peshtigo
INTERSTATE STOCK & CUSTOM ANNUAL 20,000 HORSES CAR SHOW - Marinette
13th ANNUAL BOB COWIE PANFISH TOURNAMENT
KIDS ANNUAL FISHING DERBY - Menominee, MI
- June 17 - CRIVITZ FLEA MARKET
- June 19 - MEET THE FLEET M&M YACHT CLUB - Menominee, MI
- June 20 - WAUSAUKEE CONCERTS IN THE PARK
- June 24 - CRIVITZ FLEA MARKET
- June 25 - MARINETTE RELAY FOR LIFE
VILLAGE OF POUND FIRE DEPARTMENT PICNIC
- June 26 - BEAR POINT FISHING TOURNAMENT
HERITAGE DAY - Menominee, MI
- June 27 - ART FOR ALL - Menominee, MI
MENOMINEE RIVER CENTURY BIKE RIDE - Marinette
- June 30 - BANDS AT BADGER PARK - Peshtigo

JULY

- July 1 - CRIVITZ FLEA MARKET

- July 2 - CRAFTERS MARKET - Wausaukee
- July 3 - ANNUAL FREEDOM CELEBRATION - Wausaukee
 - TWIN BRIDGE SKI CLUB FIREWORKS - High Falls Flowage
 - CRIVITZ SKI CATS 4TH OF JULY SHOW - Lake Noquebay
 - 4TH OF JULY CELEBRATION - Marinette
 - SUNSET CONCERTS ON STEPHENSON ISLAND - Marinette
- July 4 - 4TH F JULY PARADE - Crivitz
 - 4TH OF JULY CELEBRATION - Marinette
 - SUNSET CONCERTS ON STEPHENSON ISLAND - Marinette

For a complete calendar of events, please visit our website at [the real north](http://www.therealnorth.com).

The Marinette County Tourism Alliance is a volunteer organization dedicated to promoting Marinette County and its' assets. For more information on Marinette County or the Marinette County Tourism Alliance, please contact me and I will happy to help you plan your next visit!

Marinette County Tourism
601 Marinette Ave.
Marinette, WI 54143
Phone: 800-236-6681

Sincerely,

Jamie Darge
Tourism Director
Marinette County Tourism Alliance
www.therealnorth.com
jdarge@centurytel.net

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Marinette Menominee Area Chamber of Commerce | 601 Marinette Ave. | Marinette, WI | WI | 54143

Attachment B

TOURISM SUPPORT AGREEMENT

THIS AGREEMENT is made this ___ day of _____, ~~2008~~ 2010 by and between Marinette County d.b.a. Marinette County Tourism Alliance Committee (MCTAC) and Marinette-Menominee Area Chamber of Commerce (Chamber) for the purpose of promoting tourism in Marinette County, WI.

1.0 SCOPE OF SERVICES

The CHAMBER agrees to provide services to promote, administer and effectuate tourism in Marinette County.

2.0 CHAMBER RESPONSIBILITIES

1. Monitor and provide support for the annual tourism budget
2. Prepare agendas and meeting minutes for all MCTAC and sub-committee meetings
3. Attend MCTAC meetings including sub-committees
4. Establish a tourism-marketing plan with MCTAC
5. Design and place tourism ads based upon marketing committee recommendation
- 5a. Solicitation, billing and collection of Co-op advertising
6. Distribute and/or respond to mail
7. Provide written summary reports to MCTAC upon request
8. Maintain countywide calendar of events
9. Respond to inquiries related to public snowmobile, cross county, ATV, hiking, or other recreational trails, including but not limited to current trail conditions
10. Respond to all tourism inquiries in a timely fashion
11. Prepare news releases when appropriate
12. Maintain county tourism Websites - www.marinettecounty.com and www.therealnorth.com.
13. Hire personnel, including but not limited to a Tourism Director and provide office space, computers and all tools necessary to carryout the duties under this agreement.
14. Prepare tourism-related grant applications on behalf of Marinette County, as deemed appropriate by MCTAC and the Chamber.
15. Work with other city, village, town, county and state agencies to promote tourism within Marinette County
16. Facilitate the development of an annual tourism plan of action
17. Create, publish and distribute the ~~quarterly~~ tourism newsletter ~~within the established newsletter annual budget~~ at the direction and expense of MCTAC
18. Research funding sources for county tourism activities
19. Establish tourism partnerships
20. Track tourism inquiry data
21. Attend tourism shows designated by MCTAC and assess value of attendance
22. Promote tourism inside the county by speaking before various civic and government groups
23. Provide county tourism "800" number utilizing current technology ~~number~~ at Chamber expense
24. Store and maintain tourism literature in sufficient supply to satisfy short-term demand
25. Store tourism non-financial records, except for bulk stored tourism guides
26. Establish a schedule of regular office hours at mutually agreeable times and locations within Marinette County
27. Design and publish county tourism guide as set forth in Exhibit A, attached and incorporated by reference.
28. See Exhibit A.
29. The Chamber will reimburse the tourism director for mileage, out-of-county meals while traveling and for expenses related to MCTAC-approved travel or trade shows and other events requiring out-of-town stays.
30. Provide funding for Tourism Director to attend the Annual Governor's Conference on Tourism

3.0 COUNTY RESPONSIBILITIES

1. MCTAC will designate target areas for tourism promotion.

2. MCTAC will develop a marketing strategy.
3. MCTAC will develop an annual budget to fund marketing strategies.
4. MCTAC will review marketing proposals submitted by Chamber.
5. Marinette County Finance Department will pay all invoices and provide financial information for preparation of MCTAC reports upon request

6. Provide bulk storage space for tourism guides.
7. MCTAC will provide annual feedback to Chamber relating to performance appraisal of Tourism Director
8. Provide current budget information to Chamber upon request.
9. ~~The county will reimburse the tourism director for mileage, out-of-county meals while traveling and for expenses related to MCTAC approved travel or trade shows and other events requiring out of town stays.~~

4.0 MUTUAL RESPONSIBILITY

MCTAC will appoint two MCTAC members to participate in selection of the Tourism Director and Chamber agrees to give proportionate weight to those members' opinions during the hiring process.

5.0 TERM AND TERMINATION

The period covered by this agreement is from January 1, ~~2008-2011~~ through December 31, ~~2010~~2013. Either party may terminate this agreement by providing the other party with 60-day written notice. Both parties agree to commence negotiations or communicate their intent of non-renewal for the subsequent year's contract by September 1, ~~2010~~2013.

6.0 INSURANCE AND HOLD HARMLESS

The CHAMBER shall carry liability insurance against all claims for bodily injury, sickness, disease, death or personal injury or damage to property or loss of use resulting there from arising out of performance of the agreement unless such claims are a result of the COUNTY'S own sole negligence.

CHAMBER shall provide proof satisfactory to the COUNTY that it has in effect at least the following insurance coverages. The COUNTY does not represent that these amounts are sufficient and Chamber should exercise judgment about the adequacy of insurance coverages. CHAMBER'S insurance shall be primary, and to the extent COUNTY insurance may be involved, it shall be secondary.

WORKERS COMPENSATION: CHAMBER shall provide statutory workers compensation coverage for its employees who shall not be considered employees of the COUNTY in any way.

AUTO LIABILITY: Minimum limit of \$300,000 per occurrence to cover bodily injury and property damage arising out of ownership, maintenance, or use of any motor vehicle, including owned, non-owned and hired. CHAMBER may provide COUNTY with proof of individual employee auto liability coverage.

GENERAL LIABILITY: Minimum limit of \$1,000,000 per occurrence. This shall be broad form coverage. Insurance may be provided in the form of a base policy together with umbrella or excess policy. If this is done, the excess or umbrella policy shall not be more restrictive than the underlying policy.

7.0 PAYMENT

The CHAMBER will invoice the COUNTY for \$~~4,417.4166~~ (Four thousand one hundred sixty-one thousand four hundred seventeen) per month commencing January 1, 20082011. ~~The monthly payment shall increase to \$3,750 (Three thousand seven hundred and fifty) per month upon the Chamber hiring a Tourism Director.~~ The Chamber shall invoice for the monthly payment by no later than the first Thursday of the month. The COUNTY will pay said invoice within 30 days of receipt.

8.0 ASSIGNMENT SUBCONTRACTS

This agreement or any right or duty in whole or in part by the CHAMBER under this agreement may not be assigned, delegated or subcontracted to outside associates or consultants without the written consent of the

COUNTY. The CHAMBER shall make requests to the COUNTY in writing along with copies of proposed subcontracts or agreements relating to outside associates or consultants required in connection with the services covered by this agreement. The COUNTY shall review the information submitted and respond to the request in writing.

9.0 COUNTY/CHAMBER CONTACTS

All communications regarding this agreement will be made through the designated COUNTY/CHAMBER contacts. The designated contacts are:

COUNTY - Steve Corbeille

Administrator

1926 Hall Avenue

Marinette, WI 54143-1717

Phone (715) 732-7527

CHAMBER - Mary Johns

Chief Executive Officer

Marinette/Menominee Area Chamber of Commerce

601 Marinette Ave.

Marinette, WI 54143

(715) 735-6681

10.0 ENTIRE AGREEMENT

This agreement shall constitute the entire agreement and previous communications or agreements pertaining to this contract are hereby superseded. Any agreement revisions shall be made by a written amendment to this agreement, signed by both parties prior to the ending date of this agreement.

11.0 CONTRACTUAL RELATIONSHIP

Both parties agree that the relationship between the parties shall be that of an Independent Contractor and shall not be construed to be an Employer-Employee relationship; specifically the parties agree that:

- a) The Chamber is the employer of any person providing services under this agreement.
- b) The Chamber will be responsible to pay all Federal, State and Social Security taxes on any income received under this Agreement.
- c) No fringe benefits or other compensation not specifically stated in this contract shall be paid to Chamber.

12.0 LAWS GOVERNING

The laws of the State of Wisconsin shall govern this agreement.

The undersigned, as representative of the COUNTY and as representative of the CHAMBER, hereto agree to this agreement as of the day and year first written above.

COUNTY

Date By _____

Kathy Brandt

County Clerk

CHAMBER

Date By _____

Mary Johns, CEO

Marinette-Menominee Area Chamber of Commerce.

EXHIBIT A

The CHAMBER agrees to provide the services below and act as a representative of the Marinette County Tourism Alliance Committee (MCTAC) while producing the official Marinette County Tourism Guide.

1. Preparation and publication of the tourism guide are included as a responsibility of Chamber.
 - Chamber is allowed to retain 30% of the annual net profit from the tourism guide to be used for enhancing the Tourism Director's salary and benefits.
 - All remaining excess guide funds shall be tracked by the Chamber and reported to MCTAC on a monthly basis.

Excess guide funds generated Profits earned in producing the tourism guide will be reinvested in promoting tourism within a
 - the county of Marinette at the mutual agreement of both parties.
2. Research and prepare budget for tourism guide creation by agreed upon date using Exhibit "B" format
3. Prepare schedule for completion of guide
4. Solicit advertisers and/or advertisements for guide including tracking of solicitation expenses
5. Secure photographs, maps, charts or artwork for guide
6. Design layout of guide
7. Coordinate with cities, towns and villages within county as to desires of their area
8. Coordinate input of county tourism related organization's desires
9. Finalize layout and present tourism guide to MCTAC for approval prior to publication, which typically occurs in January, but may occur later in 2009.
10. Proof read final layout
11. Solicit bids for printing a minimum of 50,000 guides
12. Arrange and pay for distribution of guide including but not limited to milcage, postage, etc
13. Meet regularly with the MCTAC marketing committee during preparation of tourism guide
14. Final report in full disclosure of revenues and expenditures by agreed upon date

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