



MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE
COMMITTEE MEETING
THURSDAY, AUGUST 13, 2009 – 6:00 P.M.
COLEMAN MUNICIPAL BUILDING – 202 E. MAIN ST. - COLEMAN

Committee Members Present: Chair Jon Kukuk, Vice Chair Nick Lakari, Renee Kresl, Peggy Hansen, Becky DeWitt, Ken Casper, Amy Shaffer, Shirley Prudhomme, Jim Orłowski,

Members Absent: Jim Brien, Leon Popp, Lisa Hanson, John Trombley, Dave Schultz, Don Novak

Others Present: Jamie Darge, Tourism Director; Maggie Kailhofer, Gov. Thompson State Park

1. CALL TO ORDER

The meeting was called to order by Chair Kukuk at 6:07 p.m.

2. AGENDA

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

3. MINUTES OF JULY 9, 2009

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

4. PUBLIC COMMENT

None to report.

5. CURRENT NEWS AND EVENT CORRESPONDENCE

Darge and Shaffer discussed Dick Ellis from On Wisconsin Outdoors coming to the area for personal business and doing an article on fishing in the Crivitz area for his independent column.

Darge also discussed a new Minnesota/Wisconsin travel directory that will be coming out in 2010 and handed out a packet of information that will be in the new directory. (Attachment A)

Kukuk discussed the turnout of the Brown Trout Derby and how well received welcome bags are to guests.

Kailhofer discussed the construction at Governor Thompson State Park is moving on as scheduled. The Visitor Center bids have gone out and ground breaking should be in October.

6. COMMUNICATION SYSTEM TO UPDATE COMMUNITY EVENTS TO THE TOURISM DIRECTOR

Discussion included Darge creating a form to submit community events to the chamber for Darge to post on-line calendars. No action taken.

7. COUNTY COMPREHENSIVE PLAN AS IT RELATES TO TOURISM

Shaffer noted there is a meeting planned for the week of August 18 and the draft of the Comprehensive Plan should be presented at that time.

8. 2010 BUDGET RECOMMENDATIONS

Kresl discussed the 2010 budget recommendations and the increase in funding from the Marketing Committee. Discussion also included what accounts to cut nearly \$20,000 from the budget recommendations.

MOTION (DeWitt/Shaffer) to accept the budget as it has been put together at \$108,210.49, both in expenditures and income. Motion carried. No negative votes. (Attachment B)

9. TOURISM COMMITTEE REPORTS

MARKETING – Orłowski discussed budget recommendations made by the Marketing Committee.

FINANCE - Kresl discussed the current invoices to be paid totaling \$10,633.62.

MOTION (Orłowski/Casper) to accept bills totaling \$10,633.62 and forward to Economic Development & Tourism for payment. Motion carried. No negative votes. (Attachment C)

TOURISM DIRECTOR REPORT

Darge distributed three Web page drafts for therealnorth.com featuring Geocaching, Bird/Nature Watching and Museums. (Attachment D)

Darge discussed holding the ISOC Snow-cross event during the winter of 2011 and including the Snowmobile Alliance to be part of the planning and preparation for the event.

10. 2010 BUDGET RECOMMENDATIONS FROM THE MARKETING AND FINANCE COMMITTEES.

No action taken.

11. TOURISM ALLIANCE MEMBERS STAFFING THE MARINETTE COUNTY FAIR

Darge handed out the volunteer sign-up sheet for working the county fair booth noting there were still a few times that have not been filled. No action taken. (Attachment E)

12. SPECIAL PROJECTS FUNDING APPROVAL FOR THE ADVENTURES IN TRAVEL EXPO IN CHICAGO, JANUARY 9 & 10, 2010

Discussion included Darge attending the expo show and the Marketing Committee's recommendation to the Tourism Alliance to use funds in the special projects account #498 to pay for the exhibition booth registration fees totaling \$2300.

MOTION (DeWitt/Hansen) to approve using special projects money to attend the Adventures in Travel Expo. Motion carried. No negative votes.

13. SPECIAL PROJECTS FUNDING APPROVAL FOR FOURTH QUARTER BILLBOARD ADVERTISING

Discussion included the Marketing Committee's recommendation to the Tourism Alliance to use funds in the special projects account #498 to pay for billboard advertising from Jag Advertising for three months with three separate exposures totaling up to \$3500.

MOTION (DeWitt/Casper) to approve using special projects funds for fourth quarter billboard advertising. Motion carried. No negative votes.

14. FUTURE AGENDA ITEMS

- Report on expenditures from the Visitor Guide income
- Karen Widmar to explain invoice charges from Boomerang Marketing
- Report on Executive Committee meeting held August 12, 2009
- Open member seating in 2010

15. NEXT MEETING DATE, TIME & PLACE

September 17, 2009, in the Twin Bridge area (Crivitz), at 6:00pm

16. ADJOURN

MOTION (Casper/DeWitt) to adjourn the meeting at 8:25pm. 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
August 17, 2009

Date Approved or Corrected

Tourism Alliance Committee Meeting
Thursday, August 13, 2009
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