



**MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE**  
**COMMITTEE MEETING**

**THURSDAY, December 5, 2013 – 6:30 P.M.**  
**Crivitz Village Hall, 800 Henrietta St. - CRIVITZ**

*Minutes*

**Committee Members Present:** Shirley Prudhomme, Randy Polson, Peggy Hansen, Liz Chapman, Nick Lakari, Barb Van Dei Hey, Shirley Kaufman, John Guarisco, Deva Bhatt, Nate Gamlin

**Members Absent:** Amy Shaffer, Trish Peterson

**Others Present:** Becky DeWitt, Interim Tourism Director: Dave Marquardt, Marinette County Parks: Dave Zahn

**1. CALL TO ORDER**

By Chair Guarisco at 6:32pm

**2. AGENDA**

**MOTION** (Kaufman/Van Dei Hey) to accept the agenda. Motion carried. No negative votes.

**3. PUBLIC COMMENT (SPEAKERS LIMITED TO 5 MINUTES)**

By Dave Zahn, interested in the open Peshtigo Chamber of Commerce seat.

**4. APPROVE/AMEND MINUTES OF NOVEMBER 7, 2013**

**MOTION** (Chapman/Lakari) to approve the minutes. Motion carried. No negative vote.

**5. CURRENT NEWS/EVENTS.** Information only.

NA.

**6. PRESENTATION OF RECOGNITION OF YEARS OF SERVICE.**

Moved to next month agenda.

**7. DISCUSS/CONSIDER TOURISM ALLIANCE COMMITTEE REPORTS.**

- **Research-** by Vice Chair Gamlin
- **Marketing-** by Chair Van Dei Hey
- **Finance-**By Chair Lakari

Motion: (Lakari/Kaufman) to recommend payment of invoices to Economic Development and Tourism Committee. Motion carried no negative vote.

- **Interim Marinette County Tourism Director report:** by DeWitt- Update on 2014 guidebooks, report on upcoming 2014 conferences/trade shows and reminder that MCTAC will now be seeing line items for expenses and on the Snowmobile alliance issues. AGLOW membership into 2014.

MOTION: (Van Dei Hey/Chapman) to continue membership in AGLOW for 2014. Motion carried.

**8. UPDATE ON THE IMPROVEMENTS TO THE STATE/COUNTY PARKS.**

Welcome to Dave Marquardt from the County Parks. New sites at Morgan Park. Now have 44 sites and one group camping site here. Goodman Park- walking trail loop completed and toilet repaired. Adding a new loop to Twin Bridge, contemplating making it ATV camping.

**9. DISCUSS/CONSIDER OPEN SEATS.**

Still have City of Marinette, Peshtigo Chamber of Commerce and one at large open. Dave Zahn expressed interested tonight in Peshtigo Chamber slot.

**10. DISCUSS/CONSIDER SPORT SHOWS.** No action taken. Return to Marketing.

**11. DISCUSS/CONSIDER 2014 BUDGET.**

No action

**12. DISCUSS/CONSIDER/APPROVE 2014 MARKETING PLAN.**

Plan presented. Discussion.

MOTION: (Prudhomme/Kaufman) to approve the 2014 Marketing plan as presented. Motion carried. no negative vote.

**13. DISCUSS/CONSIDER PARKWAY GRAVEL ROAD SECTION.** Action if any.

Some discussion. No action.

**14. DISCUSS/CONSIDER COMBINING RESEARCH AND MARKETING COMMITTEES.** Action if any

Determined that it would need a change in operating rules. Discussion to continue.

**15. DISCUSS/CONSIDER SIGNAGE AND HOW IT AFFECTS TOURISM.**

Chair Guarisco will send letter to Town of Stephenson.

**16. DISCUSS/CONSIDER PURCHASE OF PHOTOGRAPH EQUIPMENT.**

Discussion. Tour Coordinator to bring additional information to next meeting.

**17. DISCUSS/CONSIDER RESEARCH OF POTENTIAL ORGANIZATIONAL MODELS.**

Referred to Research Committee.

**18. DISCUSS/CONSIDER SEPERATION OF EQUIPMENT AND FUNDS BETWEEN MCTAC AND MARINETTE MENOMINEE AREA CHAMBER OF COMMERECE.** Action if any.

Recommendation by Finance Committee to keep projector, bag, screen and trade show booth table skirts and chamber keep laptop, bag and hard drive. MCTAC will inform County Administrator and Chamber.

**19. DISCUSS/CONSIDER PARTICIPATION IN THE GOV. NORTHERN WISCONSIN ECONOMIC DEVELOPMENT SUMMIT ON DECEMBER 16 & 17 AT FOUR SEASONS ISLAND RESORT.** Action if any.

MOTION: (Kaufman/Van Dei Hey) to pay for Interim Tourism Director to attend. Motion Carried.

No negative vote.

**20. FUTURE AGENDA ITEMS**

- Combing Research and Marketing sub committees
- Recognition of years of service
- Signage and tourism draft letter
- Introduction of Tourism Coordinator

**21. NEXT MEETING DATE/TIME**

January 2 at 6:30pm Crivitz Village Town Hall

**22. ADJOURN**

MOTION: (Kaufman/Hansen) to adjourn. Motion carried. Meeting adjourned at 8:05PM

*\*Attachments that may be noted above are available for public viewing by contacting Marinette County Tourism at 800-236-6681.*

Becky DeWitt  
Interim Marinette County Tourism Director  
December 26, 2013

Date Approved or Corrected

