



**MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE**

**COMMITTEE MEETING**

**THURSDAY, MAY 10, 2012 – 6:00 P.M.**

**MCABI OFFICE – 210 S. HWY 141 - CRIVITZ**

**Committee Members Present:** Nick Lakari, Shirley Kaufman, Becky DeWitt, John Guarisco, Renee Kresl, Shirley Prudhomme, Melissa Wason-Chavez, Deva Bhatt, Kim DeForge

**Members Absent:** Peggy Hanson, Jim Brien, Amy Shaffer, Phil Haag

**Others Present:** None

**1. CALL TO ORDER**

The meeting was called to order by Chair Lakari at 6:10 p.m.

**2. AGENDA**

**MOTION** (Guarisco/Wason) to accept the agenda as presented. Motion carried. No negative votes.

**3. MINUTES OF APRIL 12, 2012**

**MOTION** (Kaufman/DeForge) to accept the minutes as presented. Motion carried. No negatives.

**4. PUBLIC COMMENT**

Wason informed the committee about upcoming activities at Wildman Ranch and a Meet/greet tailgate bus tour with Packers. Suggestion to see if perhaps Marinette County would be interested in sending a proposal to the Packers for next year.

**5. CURRENT NEWS AND EVENT CORRESPONDENCE**

Invitation to attend Peshtigo Harbor dedication on May 12, 2012 at 12:30 p.m.

**6. FINANCIAL SUPPORT OF THE 2012 SUSAN G. KOMEN RAFT FOR THE CURE, BOMBER'S COUNTRY FEST AND JUKEBOX HEROES ROCKFEST EVENTS HOSTED BY WILDMAN ADVENTURE RESORT**

After discussion it was determined to send this item to the Marketing committee for review and place on May 24<sup>th</sup> agenda. No action taken.

**7. CHAIR WILL OFFICIALLY ANNOUNCE 2012 COMMITTEE ASSIGNMENTS**

Committee assignments- reviewed

**8. MOTION TO RECESS THE MEETING TO PERMIT COMMITTEES TO REORGANIZE THEMSELVES FOR 2012**

No recess needed.

**9. CHAIRPERSON WILL RECONVENE THE ALLIANCE MEETING, WHEN APPROPRIATE COMMITTEE WILL REPORT RESULTS OF REORGANIZATION**

Not applicable.

**10. TOURISM ALLIANCE COMMITTEE REPORTS**

**•RESEARCH**

No report.

**•MARKETING**

No report.

**•FINANCE**

**•REVIEW BUDGET AND INVOICES PAID**

Kresl reviewed the invoices paid during April 2012 and discussed the balance in the Special Funds Account #498 and it's intended audience.

**MOTION** (Kaufman/Prudhomme) to accept the finance report. Motion carried. No negative votes.

**•MARINETTE COUNTY TOURISM DIRECTOR**

Reviewed annual calendar. Noted some dates of meetings that may have to be moved due to other scheduling conflicts. Noted that presentation to the county board will be September 18 for this year. Discussed Wisconsin Travel.com report. There was an 8% increase in tourism spending last year to over 16 billion spent in state. This represents a 6:1 return investment for every dollar spent on tourism advertising.

**11. REVIEW STATUS OF ALLIANCE MEMBERSHIPS AND AFFECTS ON ALLIANCE OPERATIONS**

Reviewed operating procedures concerning attendance at meetings. Iron Snow Shoe representative Phil Haag has never been to any meetings. Per operating procedure it was determined that Chairman Lakari would send a letter to Iron Snowshoe to inform them that Haag has been removed from the Alliance. Discussion of other open seats on the Tourism Alliance and review of seats that will be coming open at the end of this year.

**12. CHANGING ELECTION OF OFFICERS UNTIL MAY, AFTER COUNTY BOARD SPRING ELECTIONS AND REORGANIZATION**

Discussion included moving the timing of the board's elections and annual appointments. It was decided to send this to the executive committee for further discussion and possible action. No action taken.

**13. IMPROVEMENTS TO THE STATE/COUNTY PARKS**

No report.

**14. COUNTY MAP REVISIONS**

Review of progress of county maps. Information sent to Erik Aleson at the County Parks Department for editing and printing.

**15. FUTURE AGENDA ITEMS**

- Financial support of the 2012 Susan G. Komen Raft for the Cure, Bomber's Country Fest and Jukebox Heroes Rockfest events hosted by Wildman Adventure Resort
- Election of officers and membership terms to coincide with county board elections
- Seat fulfillment for terms ending in 2012

**16. NEXT MEETING DATE, TIME AND PLACE**

June 14, 2012 at 6:00 p.m. at the Crivitz Village Hall

**17. ADJOURN**

**MOTION** (Kaufman/Wason) to adjourn the meeting at 7:19 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.*

Becky DeWitt  
Marinette County Tourism Alliance  
May 21, 2012

Date Approved or Corrected

Tourism Alliance Committee Meeting  
Thursday, May 10, 2012  
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