



MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE
COMMITTEE MEETING
THURSDAY, May 9, 2013 – 6:30 P.M.
CRIVITZ VILLAGE HALL, 800 HENRIETTE AVE - CRIVITZ

Minutes

Committee Members Present: Nick Lakari, John Guarisco, Shirley Prudhomme, Randy Polson, Jim Brien, Shirley Kaufman, Amy Shaffer, Renee Kresl, Peggy Hansen

Members Absent: Kim DeForge, Peggy Hansen, Deva Bhatt

Others Present: Becky DeWitt, Interim Tourism Director; Liz Chapman; Barb Van De Hei; Jim Brien; Maggie Kailhofer

1. CALL TO ORDER

By Chair Lakari at 6:30pm

2. AGENDA

MOTION (Guarisco/Hansen) to accept the agenda as submitted. Motion carried. No negative votes.

3. PUBLIC COMMENT (SPEAKERS LIMITED TO 5 MINUTES)

Renee Kresl announced her resignation from the Alliance due to conflicts with work.

Chair Lakari acknowledged Jim Brien's years of service to the Alliance and awarded a proclamation to Mr. Brien.

4. Discuss/consider membership seats that are up for renewal.

A. Coleman-Pound Cougar Country Business Association: Peggy Hansen for a two year term ending April 2015. Motion: (Prudhomme/Guarisco) Unanimous vote. Motion carried

B. Crivitz Business Association: Amy Shaffer for a two year term ending April 2015. Motion (Guarisco/Kaufman) Unanimous vote. Motion Carried

C. Crivitz Recreation Association: John Guarisco for a two year term ending April 2015. Motion (Shaffer/Kaufman) Unanimous vote. Motion Carried

D. Village of Wausaukee: Nate Gamlin for a two year term ending April 2015. Motion (Prudhomme/Shaffer) Unanimous vote. Motion Carried

E. Iron Snow Shoe Inc: Randy Polson for a two year term ending April 2015. Motion (Shaffer/Guarisco) Unanimous vote. Motion Carried

F. City of Marinette: Term ending April 2015. Vacant

G. At-Large Membership: Liz Chapman for a two year term ending April 2015. Motion (Shaffer/Kaufman) Unanimous vote. Motion Carried

H. At Large Membership: Barb Van De Hei for a two year term ending April 2015. Motion (Kaufman/Prudhomme) Unanimous vote. Motion Carried

I. At-Large Membership: 1 year term ending April 2014- Vacant.

5. Election of Officers:

Chair Lakari nominated Prudhomme who declined. Shaffer nominated Guarisco, second by Kaufman. No other nominations. Motion (Lakari/Shaffer) close nominations and cast unanimous vote for Guarisco. Motion carried. No negative vote. Guarisco seated as Chair and assumed responsibilities at this time.

Election of Vice Chair: Kaufman nominated Shaffer, second by Chapman. Lakari nominated Kaufman who declined. Motion (Lakari/Shaffer) close nominations and cast unanimous vote. Motion carried. No negative votes.

6. MINUTES OF MARCH 14, 2013

Discussion lead by Kaufman, believing that a motion had been made to change the meeting time from 6:00pm to 6:30pm.

MOTION (Shaffer/Gamlin) to accept minutes as amended if needed. Motion carried. No negative vote.

7. CURRENT NEWS AND EVENT CORRESPONDENCE

Received two letters from students for information for a social studies class.

8. TOURISM ALLIANCE COMMITTEE REPORTS

•RESEARCH

None to report.

•MARKETING

By Chair Guarisco. Review of April 25, 2013 meeting. Discussed QR codes.

•FINANCE

By Chair Kresl. Review of budget and current invoices

•MARINETTE COUNTY TOURISM DIRECTOR REPORT

- Interim Tourism Director DeWitt: review of current ad campaigns, expenditures and target audience
- Informed there is a large demand for print maps of bike maps and exploring possibility of working with bike clubs to produce such maps
- Visitor guide production update
- Newsletter-monthly ezine
- Constant comment update- now have over 600 signed up
- Website redesign update and contract issues
- Current association with Otter Marketing
- Gov. Conference on Tourism-“fun” continues to be the theme mantra from the State. New summer TV ad featuring Robert Hayes. Another one is in production.
 - For every \$1 spent on marketing, \$6 is returned via visitor spending
 - Mobile/texting/social media continues to play a large part for marketing. Next generation is driving this: everything is mobile/text, quick ‘sound bites’ etc. may want to consider establishing a twitter account
 - Grants: nothing new, however did pick up a listing of sources of grants
 - State working with US tourism to promote to international markets

9. UPDATE ON THE IMPROVEMENTS TO THE STATE/COUNTY PARKS. INFORMATION ONLY.

Kailhofer reports on Gov. Thompson State Park and Peshtigo River State Forest. Increased signage, park opening tomorrow.

10. STATUS REPORT OF THE ALLIANCE REORGANIZATION AND CHAMBER CONTRACTS

Lakari- provided history of work group and recent County Board action. Discussion with Chair Guarisco continued with Kresl and Kaufman. No action taken.

11. DISCUSS/CONSIDER USING JOINT CHAMBER/ALLIANCE FUNDS FROM THE GUIDE PROFITS TO PURCHASE BOOKS FOR INSTRUCTION ON USING ADOBE PHOTOSHOP CS3 IN PRODUCTION OF ADS FOR PUBLICATION.

MOTION (Van De Hei/Gamlin) to spend the \$106.38 to purchase the manuals. Motion carried. No negative votes.

12. FUTURE AGENDA ITEMS;

- Combine market and research committees
- Committee assignments
- Website redesign
- Otter Marketing relationship
- Status report of re-organization process

13. NEXT MEETING DATE, TIME AND PLACE

June 13, 2013 at 6:30pm. Location to be determined

14. ADJOURN

MOTION (Hansen/Chapman) to adjourn at 8:06pm. Motion carried

**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
May 14, 2013

Date Approved or Corrected

