



MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE
COMMITTEE MEETING

THURSDAY, November 7, 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, Trish Peterson, Barb Van De Hei, Amy Shaffer, Shirley Kaufman

Members Absent: Nate Gamlin, Deva Bhatt, Judy Alwin, John Guarisco

Others Present: Becky DeWitt, Interim Tourism Director

1. CALL TO ORDER

By Vice Chair Shaffer at 6:33pm

2. AGENDA

MOTION (Kaufman/Prudhomme) to accept the agenda as amended. Motion carried. No negative votes.

3. PUBLIC COMMENT (SPEAKERS LIMITED TO 5 MINUTES)

N/A

4. APPROVE/AMEND MINUTES OF OCTOBER 3, 2013

MOTION (Chapman/Van Dei Hey) to approve the minutes. Motion carried. No negative vote.

5. CURRENT NEWS/EVENTS. Information only.

Correspondence from Wisconsin Medical Supply and Judy Alwin.

6. PRESENTATION OF RECOGNITION OF YEARS OF SERVICE.

Moved to next month agenda.

7. DISCUSS/CONSIDER TOURISM ALLIANCE COMMITTEE REPORTS.

- **Research-** did not meet, no quorum
- **Marketing-** did not meet, next meeting scheduled for Nov. 14, 2013
- **Finance-**By Chair Lakari
Motion: (Van Dei Hey/Kaufman) to recommend payment of invoices to Economic Development and Tourism Committee. Motion carried no negative vote.

Motion: (Lakari/Kaufman) to recommend reallocating \$1000 in the 2013 budget from Account #426-105 to Account# 426-108. Motion carried. no negative vote.

Informed MCTAC that Kaufman had resigned from the position of Chair of the Finance committee but would continue to serve on that committee. Lakari assumed role of Chair from his previous position of Vice Chair.

- **Interim Marinette County Tourism Director report:** by DeWitt- Gov. Conference on Tourism for 2014 will be March 2-4, in Lake Geneva. Guide update-word from Eagle Herald that they are progressing. Met with them and proofed the first four pages. Working on the Travel and Adventure show for January 2014 in Chicago-packaging various items together for raffle prizes. Provided requested expense report to MCTAC

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

9. DISCUSS/CONSIDER OPEN SEATS. No action.

- 9a. DISCUSS/CONSIDER JUDY ALWIN RESIGNATION.** Accepted resignation, creating another open seat for the designation of the City of Marinette.

10. DISCUSS/CONSIDER SPORT SHOWS. No action taken.

11. DISCUSS/CONSIDER 2014 BUDGET.

MOTION; (Lakari/Polson) to accept the 2014 budget as revised. Motion carried no negative vote.

12. DISCUSS/CONSIDER PARKWAY GRAVEL ROAD. Action if any
Moved to next month agenda

13. DISCUSS/CONSIDER COMBINING RESEARCH AND MARKETING COMMITTEES. Action if any.
Moved to next month agenda

14. DISCUSS/CONSIDER SIGNAGE AND HOW IT AFFECTS TOUISM. Action if any
Moved to next month agenda.

- 15. DISCUSS/CONSIDER TV/DVD PLAYER REPLACEMENT.** Action required.
MOTION: (Prudhomme/Kaufman) to purchase a DVD player not to exceed \$100 from account #426-105.
Motion carried no negative vote.
- 16. APPROVE 2014 MARKETING PLAN.** Action required.
Moved to next month agenda as plan not completed.
- 17. REVIEW QUARTERLY BUDGET.** Action if any
No further action
- 18. DISCUSS/CONSIDER RESEARCH OF FUTURE ORGANIZATIONAL FORMATS.** Information only
- 19. FUTURE AGENDA ITEMS:**
- Parkway gravel road
 - Combining research and marketing committees
 - Signage and how it affects tourism
 - Separation of equipment from the M&M Chamber
 - Recognition of years of service
 - Open seats
- 20. NEXT MEETING DATE/LOCATION/TIME**
December 5 @ 6:30pm , Crivitz Village Hall
- 21. ADJOURN**
MOTION: (Hansen/Kaufman) to adjourn meeting. Motion carried no negative vote. Meeting adjourned at 7:54 PM

**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
November 26, 2013

Date Approved or Corrected

