



MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE
COMMITTEE MEETING

THURSDAY, October 3, 2013 – 6:30 P.M.
Crivitz Village Hall, 800 Henrietta St. - CRIVITZ

Minutes

Committee Members Present: John Guarisco, Shirley Prudhomme, Randy Polson, Peggy Hansen, Liz Chapman, Nate Gamlin, Nick Lakari
Amy Schaffer, Shirley Kaufman, Deva Bhatt

Members Absent: Trish Peterson, Judy Alwin, Barb Van De Hei

Others Present: County Supervisor Gilbert Ingle, Becky DeWitt, Interim Tourism Director

1. CALL TO ORDER

By Chair Guarisco at 6:30pm

2. AGENDA

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

3. PUBLIC COMMENT (SPEAKERS LIMITED TO 5 MINUTES)

N/A

4. APPROVE/AMEND MINUTES OF SEPTEMBER 5, 2013

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

5. CURRENT NEWS/EVENTS. Information only.

By Chair Guarisco- compliant letter concerning gravel section on Parkway Road.

6. PRESENTATION OF RECOGNITION OF YEARS OF SERVICE.

Moved to next month agenda.

7. DISCUSS/CONSIDER TOURISM ALLIANCE COMMITTEE REPORTS.

- **Research-** by Chair Prudhomme: report on additional grants possibly available, developing golf tournaments, fishing shows, update branding and working with the Sheriff Department on OWI task force.
- **Marketing-** by Polson: Reviewed marketing plan for balance of 2013 and into 2014.
- **Finance-**Did not meet. Invoices provided by Bhatt:
Motion: (Chapman/Hansen) to recommend payment of invoices to Economic Development And Tourism Committee. Motion carried.

- **Interim Marinette County Tourism Director report:** by DeWitt- County Board presentation, AGLOW conference and ideas for Media tours, information concerning shared assets with the Marinette Menominee Area Chamber of Commerce and accounts.

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

9. DISCUSS/CONSIDER OPEN SEATS. No action.

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

11. DISCUSS/CONSIDER TOURISM DIRECTOR JOB DESCRIPTION. No action. Already approved by County board.

12. DISCUSS/CONSIDER PHYSICAL PLACEMENT OF TOURISM DIRECTOR. No action. Administrator Sorenson has withdrawn the courthouse placement offer.

13. DISCUSS/CONSIDER 2014 BUDGET. No action. Referred to Finance.

14. DISCUSS/CONSIDER COUNTY GUIDE 2014. Information only. Discussion concerning past Guide production, loss of revenue, lack of Crivitz area support and history surrounding that withdrawal.

15. DISCUSS/CONSIDER CHANGING THE NAME OF TOURISM DIRECTOR TO TOUISM COORDINATOR.

MOTION: (Shaffer/Kaufman) to formally change the name from Tourism Director to Tourism Coordinator to Be in line with the title approved by the County Board. Motion carried. No negative vote.

MOTION: (Shaffer/Kaufman) to amend the above motion to take effect January 1, 2014. Motion carried. no Negative vote.

16. FUTURE AGENDA ITEMS

- Proclamations
- Consider/discuss gravel section on Parkway Road
- Consider/discuss combining Research and Marketing committees
- Consider/discuss signage and how it affects tourism
- Consider/discuss additional information concerning Tourism Director position expenses

17. NEXT MEETING LOCATION, DATE, AND TIME

November 7, 2013 at 6:30pm at Crivitz Village Hall

18. ADJOURN

MOTION: (Lakari/Kaufman) to adjourn at 8:36pm. 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
October 29, 2013

Date Approved or Corrected

Marinette County Tourism Alliance
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