



MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE

TOURISM ALLIANCE COMMITTEE MEETING THURSDAY, FEBRUARY 5, 2009 - 6 PM BEST WESTERN CRIVITZ LODGE MEETING ROOM, CRIVITZ

Committee members present: Jon Kukuk, Rene Kresl, Dave Schultz, Don Novak, Peggy Hansen, Shirley Prudhomme, Jim Brien, Becky DeWitt, John Deschane, Jim Orłowski, Maggie Kailhofer, Amy Shaffer,

Others present: Jamie Darge, John Trombley, Charlene LaBlanc

Excused: Ken Casper, Nick Lakari

1. CALL MEETING TO ORDER

The meeting was called to order by Chair Kukuk at 6:00 p.m.

2. APPROVE/AMEND AGENDA

Motion (Hansen/Brien) to approve agenda as presented. Motion carried. No negative votes.

3. APPROVE/AMEND MINUTES OF DECEMBER 5, 2009

Motion (Schultz/Brien) to approve the minutes as presented. Motion carried. No negative votes.

4. PUBLIC COMMENT

- John Trombley and Charlene LaBlanc requested assistance from the Marinette County Tourism Alliance in promoting and marketing Bjorkman's Horse Outings. They have taken over as owners and want to expand the business. Members expressed interest in helping. Jamie Darge will meet with John and Charlene to discuss advertising avenues currently used and promotional ideas that will tie in with 'the real north'.
- Jim Brien mentioned the Vietnam Wall coming to Marinette over the 4th of July holiday. Would like to market the event and tie it in with the Fourth of July celebrations in Marinette, Wausaukee and Crivitz.
- Maggie Kailhofer mentioned Candlelight Ski/Hike at Peshtigo River State Forest on Feb. 14 from 6-9 p.m. and Candlelight Ski/Hike at Woods Lake Picnic area in Gov. Thompson State Park on Feb. 28. From 6-9 p.m.

5. CORRESPONDANCE RECIVED. ACTION, IF ANY.

No correspondence received. No action required.

6. DISCUSS/RECOMMEND OPEN BOARD SEATS AND APPOINTMENTS. ACTION, IF ANY.

- Five people are up for four seats. Prudhomme will withdraw from committee until the March meeting when the new Operating Procedures are approved and implemented. Orłowski recommended that member who are at the end of their term be given one months notice to get recommendations in order for reseating. New board member seats:

Peggy Hansen representing Coleman-Pound Cougar Country Business Association

Dave Schultz – Member At Large; Jim Orłowski will represent both the Crivitz Business Association and the Crivitz Recreation Association; Jim Brien – Member At Large; Amy Shaffer – Member At Large.

Motion (Orłowski/Novak) to approve seating appointments as noted above. Motion carried. No negative votes.

- Kukuk mentioned that we have 3 remaining seats to fill and need to see if anyone is interested. Recommendation letters have been received for Dave Majewski, lives in Florence County, but would represent the Goodman area. Recommendation letter received from Iron Snow Shoe for Leon Popp. Brien mentioned he will re-approach the President of the Amberg Community Association to seek interest in open committee seat.

7. REPORTS

RESEARCH – REPORT ON JANUARY MEETING

Novak reported on the January Research Committee meeting. The areas the Marinette County Tourism Alliance Committee has targeted are working. Marketing Committee is doing well with the target market advertising.

Statistics on snowmobile and ATV, as well as, the website data to be graphed by Darge and DeWitt. Orłowski recommended marketing and research have joint meeting. Marketing will meet with finance in March. This will keep representatives from other committees with a working knowledge of what the marketing committee is doing to be able to accurately report the information back to their committees.

MARKETING – ATV ILLUSTRATED UPDATE

- Dave Schultz reported on the Marinette County Cross Country Ski Association not grooming a portion of the Seymour Rapids Trail this year. DNR is grooming half of that trail system.
- Darge gathering prize packages for the Discover Wisconsin Drive-to-Destination contest at the sport shows.
- Darge will have complete access to the real north website to make all changes and revisions.
- Marinette County Tourism Alliance has received a refund on advertising for \$601 from bulk and early advertising in the buyers guide.
- Schultz is drafting a letter to re-open talks with the State and DNR on the Peshtigo River Trail Connection.
- Trade show procedures were discussed. Daily stipends and who attends the shows. Sport show paperwork for five shows received by Marketing Committee and approved.
- Web activity is down, but still in the good range. TV 26 banner is showing an increase in Web activity after air times. Revised survey cards are done and 1000 copies will be printed of each color.
- ATV Illustrated: currently have five sponsors and a possible sixth for partnership in the ATV TV show. The clubs portion of the funding is complete and they are ready for the contract to be signed to get winter shooting footage taken care of.

FINANCE – ACTION, IF ANY.

- Current invoices – 2008 shows invoices totaling \$5051.16. Boomerang Marketing, \$1003.40; Director mileage, \$297.76; Tourism Income, \$3750.00.

Motion (Schultz/Orłowski) to accept 2008 invoices as presented and submitted for payment. Motion carried. No negative votes.

- 2009 shows invoices totaling \$5592.50. Tourism Income, \$3750.00; Ski Jump ad, \$150.00; NBC 26 Weather Billboard, \$192.50; ATV Illustrated, \$1500.00.

Motion (DeWitt/Schultz) to accept 2009 invoices as presented and submit for payment. Motion carried. No negative votes.

- Kresl is meeting with Pat Kass to review the 2009 budget. The ATV Illustrated paperwork will go to the Economic Development and Tourism Committee for final approval to get the contract signed.

DIRECTOR –

- Darge reported on computer corruption issues that have delayed printing of the 2009 Visitor's Guide. The guide will be out within the specifications of the contract with the chamber.
- Discover Wisconsin handed out over 200 copies of the 2008 guide at the Green Bay camping and RV show. They have requested 8 more boxes – over 500 more guides, for the two upcoming shows in Milwaukee and Madison.
- Five local businesses and the county parks have donated prize packages for the Discover Wisconsin Drive-to-Destination contest.
- Darge is registered for the 2009 Governor's Conference in LaCrosse over the dates of March 15-17.
- SAGBRAW Bicycling Tour is coming to the City of Marinette August 1 and 2. Looking for committee members to help with host town responsibilities and stations.
- Street Rodder Magazine is doing a classic car tour. Darge sent the coordinator a packet of information in hopes of getting them to come into northern Marinette County (Niagara and Pembine areas) for overnight stay and for recreational activities.
- The trade show booth signage is missing. Having two new signs made for trade show booths along with an emblem logo sign. Funds for signage to come out of marketing materials, Account 426-106.
- Darge met with Erik Aleson and have started to collaborate on design and distribution of the 2010 county park calendar.

8. DISCUSS/CONSIDER REPORT ON MARINETTE CHAMBER/CITY OF MARINETTE ROOM TAX.

ACTION, IF ANY.

Kukuk reported on the room tax generated in the City of Marinette. Since it has been instilled, it has raised about \$500,000. Currently showing approximately \$195,000 in account. State law suggests a third party would be a good source for holding the money – which the City Tourism Group would be a good 3rd party holder of funds and would

set a proper example. Menominee, MI would like to start a room tax, but is being hindered by future road construction at the locations of the hotels. No action required.

9. UPDATE ON MARINETTE MENOMINEE CHAMBER ESTABLISHING TOURISM PARTNERSHIP WITH MENOMINEE THE TWO MUNICIPALITIES. NO ACTION REQUIRED.

Kukuk reported on the Marinette Menominee Tourism Partnership and how it would create a harmonious plan on promoting the cities. The Marinette Tourism Group wants a documented plan and to be recognized as a credited group that needs support from the city. No action required.

10. FUTURE AGENDA ITEMS

- Open board seats and appointments
- Officers and committee assignments
- Trade show booth set up and inventory items needed

11. NEXT MEETING DATE, TIME AND PLACE

Thursday, March 12 at 6:00 p.m. at the Best Western Crivitz Lodge

12. ADJOURN MEETING

Motion (DeWitt/Kresl) to adjourn meeting. Motion approved. No negative votes. Meeting was adjourned at 8:28pm.

Submitted by
Jamie Darge, Tourism Director