



MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE

COMMITTEE MEETING MINUTES

THURSDAY, MARCH 12, 2009 – 6 p.m.

BEST WESTERN CRIVITZ LODGE – HALL AVE. – CRIVITZ

Marinette County Tourism Alliance Committee Members Present: Chair Jon Kukuk, Vice Chair Nick Lakari, Renee Kresl, Peggy Hansen, Shirley Prudhomme, Jim Brien, Jim Orłowski, Becky DeWitt and Dave Schultz

Members Absent & Excused: John Deschane, Ken Casper and Don Novak

Others Present: Jamie Darge, Tourism Director; Maggie Kailhofer, Gov. Thompson State Park; Amy Shaffer, Crivitz Business Association; Leon Popp, Iron Snow Shoe, Inc. and Paul Matty, Marinette County Cross Country Ski Association

1. CALL TO ORDER

Chair Kukuk called the meeting to order at 6:02 p.m.

2. AGENDA

MOTION (Brien/Prudhomme) to amend the agenda as discussed to take out the first bullet point under Finance and to move the Marketing Report to after the Finance Report. Motion carried. No negative votes.

3. MINUTES OF FEBRUARY 18, 2009

MOTION (Lakari/Hansen) to amend the minutes of February 18, 2009 as discussed to add Lakari to 'members present' and move Putman, Kailhofer and Popp to 'others present'. Motion carried. No negative votes.

4. PUBLIC COMMENT - SPEAKERS LIMITED TO 5 MINUTES

No Public Comment to record.

5. CORRESPONDANCE RECEIVED

•Darge stated that John Trombley from Bjorkman's Horse Outings would like to reconfirm his interest in an open 'at large' seat on the committee.

6. NEW OPERATING PROCEDURES

•Chair Kukuk discussed the new Operating Procedures as approved by the Marinette County Board of Supervisors, the Marinette County Tourism Alliance Committee Organizational Chart, proper meeting agenda and minute formats, sub-committee requirements and appointments, and guidelines for making changes to the committee's new operating procedures.

7. SEATING OF NEW OPEN POSITIONS AND REPRESENTING THE FOLLOWING: IRON SNOW SHOE, INC., CRIVITZ BUSINESS ASSOCIATION, WAUSAUKEE ECONOMIC DEVELOPMENT COMMITTEE AND FOUR AT-LARGE SEATS ON THE MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE

MOTION (Schultz/Prudhomme) to nominate Leon Popp who will represent Iron Snow Shoe, Inc., Amy Shaffer who will represent Crivitz Business Association and Jim Brien who will represent Wausaukee Economic Development. Motion carried. No negative votes.

MOTION (Lakari/Shaffer) to nominate Dave Schultz as a member at-large and Shirley Prudhomme as a member at-large. Motion carried. No negative votes.

Discussion led by Lakari on the public awareness of the two remaining at-large seats. Prudhomme volunteered to place articles in two local news papers for one month listing the requirements and deadline needed to apply for a Marinette County Tourism Alliance Committee seat.

MOTION (DeWitt/Brien) to fill the last two at-large positions on the Marinette County Tourism Alliance Committee and to place news articles to invite applicants to apply for the open positions and letters have to be received by April 9, 2009. Motion carried. No negative votes.

MOTION (Prudhomme/Shaffer) to amend the first motion to state ‘to invite applicants to fill the last two at-large seats by placing news articles. Motion carried. No negative votes.

8. MARINETTE COUNTY CROSS COUNTRY SKI ASSOCIATION REPORT – PAUL MATTY

•Paul Matty discussed the clubs financial state, equipment sales, low member enrollment, partnership options, and improvement and expansion of the Kirby and Seymour Rapids cross country ski trail systems. No action taken

9. WISCONSIN WELCOME CENTER MARINETTE LOCATION CLOSING

•Discussion led by Kukuk on the state closing the Wisconsin Welcome Centers and the Marinette Menominee Area Chamber of Commerce’s involvement in facilitating brainstorming sessions to find options for keeping the Marinette location open. No action taken.

10. REPORTS

•FINANCE

•FEBRUARY AND MARCH FINANCE COMMITTEE MEETING REPORT

•Tabled until April meeting.

•PAYMENT OF CURRENT INVOICES.

•Discussion to reject \$175 for non-committee member registration fee for the Governor’s Conference and accepting current invoices for a total of \$9,684.77.

MOTION (Lakari/Schultz) to recommend payment of the items listed on the report, with the exception of one of the \$175 invoices, to the Economic Development and Tourism Committee for payment. Motion carried. No negative votes.

•FEBRUARY FINANCE REPORT.

•Kresl discussed the reallocation of money to two under funded budget accounts and the revisions of guidelines for committee travel and funding partnerships.

MOTION (Lakari/Shaffer) to accept the finance report as submitted. Motion carried. No negative votes.

•MARKETING

•SUB-COMMITTEE CHAIR AND VICE CHAIR APPOINTMENTS

•The new Marketing Committee Chair is Orłowski and the new Vice Chair is Schultz. No action required.

•SUB-COMMITTEE CHAIR OR VICE CHAIR SHOULD ATTEND OTHER QUARTERLY MARKETING, FINANCE AND/OR RESEARCH SUB-COMMITTEE MEETINGS.

•Tabled until April meeting.

•MILWAUKEE ZOO AND PARKS KIOSKS ADVERTISING

•Discussion led by Schultz on the advertising proposal for interactive kiosks located at four Milwaukee area parks and the Milwaukee County Zoo and costs for advertising on the kiosks. Darge noted that the price can be reduced to \$1500.00 if certain advertising and payment criteria can be met.

MOTION (Orłowski/Popp) to approve the zoo and park kiosks advertising not to exceed the total cost of \$1,875.00. Motion carried. No negative votes.

•TOURISM DIRECTOR

•Darge distributed new visitor guides after the meeting and discussion led by DeWitt that real north visitor survey cards should be the responsibility of the Research Committee. No action taken.

11. FUTURE AGENDA ITEMS

- Discuss rules regarding the three non-members on the committees
- Discuss Chair and Vice Chair participation on sub-committees.
- Discuss annual appointments for sub-committees
- Sub-committee quarterly reports
- Discuss other meeting locations
- Trade show booth set up and inventory of items
- Wisconsin Harbor Towns meeting report
- Governor's Conference on Tourism report

12. NEXT MEETING DATE, TIME AND PLACE

- Thursday, April 16, 2009. 6:00 p.m. Location to be determined.

13. ADJOURN

MOTION (DeWitt/Schultz) to adjourn the meeting at 8:32 p.m. Motion carried. No negative votes.

Jamie Darge
Marinette County Tourism Director
March 14, 2009

Date Approved or Corrected:

Note: Agenda items may not be considered and acted upon in the order listed.

Jon Kukuk, Chair (Marinette Menominee Chamber)	John Deschane, Ex Officio (Crivitz Village Pres.)	George Bousley (Marinette County Board)
Renee Kresl, Finance Chair (Peshtigo Chamber)	Don Clewley, Ex Officio (MCABI Exec. Dir)	Erik Aleson (County Parks)
Dave Schultz, Marketing Chair (Dunbar ATV)	Jim Brien (Wausaukee Economic Development)	Steve Corbeille (County Administrator)
Don Novak, Research Chair (City of Niagara)	Lorrie Wickman	Paul Putnam (UW- Extension)
Shirley Prudhomme (At Large)	Maggie Kailhofer (Gov. Thompson State Park)	County Clerk
Peggy Hansen (Cougar Country Business Association)	Mary Johns	Media
Jim Orłowski (Crivitz Recreation Association)	Kim Orlando	Posting
Ken Casper (Marinette County Board)	Leon Popp	Jamie Darge
Nicholas Lakari, Vice Chair (Marinette County Board)	Amy Shaffer (Crivitz Business Association)	Karen Widmar
Becky DeWitt (City of Marinette)		

IF YOU ARE AN INDIVIDUAL WITH A DISABILITY AND NEED A SPECIAL ACCOMMODATION WHILE ATTENDING THIS MEETING AS REQUIRED BY THE AMERICAN WITH DISABILITIES ACT, PLEASE NOTIFY COUNTY CLERK KATHY BRANDT, MARINETTE COUNTY COURTHOUSE (715-732-7406) AT LEAST 24 HOURS PRIOR TO THE MEETING IN ORDER TO MAKE SUITABLE ARRANGEMENTS. THANK YOU. (TDD# 715-732-7760)

