



MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE
COMMITTEE MEETING

THURSDAY, MAY 13, 2010 – 6:00 P.M.

FOUR SEASONS RESORT – N16800 SHORELINE DRIVE - PEMBINE

Committee Members Present: Chair Jon Kukuk, Vice Chair Nick Lakari, Amy Shaffer, Peggy Landwer, Jim Brien, Renee Kresl, Leon Popp, Peggy Hansen, Dick Matty, Loretta Millette

Members Absent: Joetta Bartolac, Shirley Prudhomme, Shirley Kaufman, John Guarisco, Becky DeWitt,

Others Present: Jamie Darge, Tourism Director; Maggie Kailhofer, Governor Thompson State Park

1. CALL TO ORDER

The meeting was called to order by Chair Kukuk at 6:02 p.m.

2. AGENDA

MOTION (Kresl/Matty) to approve the agenda as presented. Motion carried. No negative votes.

3. MINUTES OF APRIL 8, 2010

MOTION (Lakari/Shaffer) to accept the minutes as presented. Motion carried. No negative votes.

4. PUBLIC COMMENT

None to report.

5. YEARS OF SERVICE RECOGNITION FOR RETIRED TOURISM ALLIANCE MEMBER JIM ORLOWSKI

Chair Kukuk presented Jim Orłowski with a plaque in recognition of his years of service on the Marinette County Tourism Alliance Committee.

6. CURRENT NEWS AND EVENT CORRESPONDENCE

Darge reported on meeting with Dick Ellis from On Wisconsin Outdoors to do an article on fishing in Marinette County. Lakari reported on the new ATV trail connection in the Nicolet National Forest in Forest County.

**7. REPORTS
RESEARCH**

None to report.

MARKETING

Brien summarized the Marketing Committee meeting minutes from the April 22, 2010.

FINANCE

Kresl explained invoices received from Popp's Resort for \$764.30, Becky DeWitt for \$600, Boomerang Marketing for \$127.50, Constant Contact for \$126, Tourism Expenses for \$3750, tourism mileage for \$312, Marinette County Fair for \$128, and Pine Acres Resort for \$431.18 totaling \$6238.98.

MOTION (Brien/Millette) to approve the invoices as presented in the amount of \$6238.98 and recommend payment to the Economic Development & Tourism Committee. Motion carried. No negative votes.

MARINETTE COUNTY TOURISM DIRECTOR

Darge explained the new advertising rates for the county visitor guide (Attachment A). Darge also handed out flyers for the US Canoe Races to be posted at member businesses (Attachment B) and showed copies of 2nd quarter print ads placed by the committee (Attachment C).

EXECUTIVE

Kukuk summarized the Executive Committee meeting minutes from April 20, 2010.

8. INSTATEMENT OF NEW MEMBER SHIRLEY KAUFMAN

Discussion included Lakari explaining the county board re-organization and assignment of members to various committees. Shirley Kaufman will be replacing Ken Casper on the Tourism Alliance committee.

MOTION (Matty/Kresl) to accept Shirley Kaufman as a member of the Tourism Alliance Committee as a representative of the Marinette County Board of Supervisors. Motion carried. No negative votes.

9. APPOINTMENT OF SHIRLEY KAUFMAN TO REPLACE KEN CASPER ON THE FINANCE COMMITTEE

MOTION (Kresl/Landwer) to appoint Shirley Kaufman as the replacement for Ken Casper on the Tourism Alliance Finance Committee. Motion carried. No negative votes.

10. RESEARCH COMMITTEE COMPOSITION

Discussion included the Research Committee's failure to achieve a quorum for the past three scheduled meetings. Popp noted he resigned from the Research Committee.

MOTION (Lakari/Landwer) to reduce the Research Committee from five members to four members. Motion carried. No negative votes.

11. TOURISM ALLIANCE COMMITTEE ASSIGNMENTS

Darge handed out the revised Tourism Alliance organizational chart. (Attachment D)

12. IMPROVEMENTS TO STATE AND COUNTY PARKS

Kailfoher gave an update on the construction project at Governor Thompson State Park which has resumed this spring. Darge reported that the county parks department has had a reprint of 25,000 county maps.

13. REVISIONS TO THE TOURISM SUPPORT AGREEMENT

Kukuk reported that the Tourism Support Agreement has gone through the Chamber of Commerce for review and there will be a meeting between the county, the chamber and the finance committee to address any changes to the agreement.

14. TOURISM ALLIANCE PRESENTATION SHOWN TO THE MARINETTE COUNTY BOARD OF SUPERVISORS

Kukuk showed the PowerPoint presentation that is shown annually to the Marinette County Board of Supervisors.

15. METHOD AND DATES OF TOURISM ALLIANCE PRESENTATIONS TO COUNTY MUNICIPALITIES AND CIVIC GROUPS

Discussion included Darge and committee members to attend municipality and civic group meetings monthly to inform them of the mission of the Tourism Alliance. No action taken.

16. FUTURE AGENDA ITEMS

- Tourism Support Agreement
- Boomerang Marketing update

17. NEXT MEETING DATE, TIME AND PLACE

Thursday, June 20, 2010 at 6:00 p.m. at a Marinette location.

18. **ADJOURN**

MOTION (Kresl/Matty) to adjourn the meeting at 7:15p.m. Motion carried. No negative votes.

**Attachments that may be noted above are available for public viewing by contacting Marinette County Tourism at 800-236-6681.*

Jamie Darge
Marinette County Tourism Director
May 14, 2010

Date Approved or Corrected

YES! I want to advertise in the 2011 Marinette County Visitor Guide!
Form and payment must be returned NO LATER THAN October 15, 2010

Makes check payable to:

Marinette-Menominee Area Chamber of Commerce
601 Marinette Ave.
Marinette, WI 54143

For more information call Jamie at 715-735-6681 or e-mail jdarge@centurytel.net

Please Reserve My Ad Space in the 2011 Marinette County Visitor Guide:

Please include your telephone number so we can contact you if we have any questions about your ad.

Business/Organization	Contact Person	
Address	City / State / Zip	
Phone Number (with area code)	Signature	Date
Website / e-mail address		

REGULAR AD SIZES AND RATES

Please check the desired ad size:

<u> </u>	Full Page.....7.5"w x 9.75"h.....PREMIUM PLACEMENT (within first 4 pages of guide).....	\$1925
<u> </u>	Full Page.....7.5"w x 9.75"h.....GENERAL PLACEMENT.....	\$1750
<u> </u>	1/2 Page..... 7.5"w x 4.75" h.....	\$1125
<u> </u>	1/3 Page..... 7.5"w x 3" h.....	\$950
<u> </u>	1/4 Page.....3.625"w x 4.75"h.....	\$750
<u> </u>	1/6 Page.....2.437"w x 4.875"h.....VERTICAL SKYSCRAPER.....	\$395
<u> </u>	1/8 Page.....3.625"w x 2.25"h.....NEW LOW PRICE.....	\$225
<u> </u>	Line listing in the Business Directory (Free to advertisers of 1/4 page or larger).....	\$175
<u> </u>	Inside Front or <u> </u> Inside Back Cover (Actual size 8.375"w x 10.875"h plus .125" for full bleed).....	\$2400
<u> </u>	Back Cover (Full bleed - Allowance for mailing information required).....	\$2900

Layout services to create your ad are included in the cost shown. Please phone us for additional mechanical requirements and information on electronic submissions. The finished size of the guide is approximately 8 1/2" x 11". The Marinette-Menominee Area Chamber of Commerce cannot guarantee placement of your ad, except for the inside and back covers. Advertisers placing individual ads 1/4 page or larger (not on "group" pages shared by organizations) will receive a free line listing in the business directory at the back of the guide. **Advertisers of 1/8 page or those on business organization pages must pay and additional \$50 to be included in the business directory.** Non-advertisers will be included at the full price of \$175.

I am providing my ad electronically as a TIF, EPS, high resolution PDF or Quark Express file. I have included all fonts, graphics and a printed copy for reference. CD E-mail to jdarge@centurytel.net
 I require assistance developing an ad. Please contact me at the phone number above.

BUSINESS CHART

In order to provide more complete information, an expanded listing for restaurants and lodging establishments is available. Advertiser's of 1/6 page or larger will be included free of charge. Other advertisers may be included for an additional \$50. Non-Advertisers will be included for the full price of \$175.

Restuarants: Please specify type of restaurant and circle average cost (you may mark more than one type):

Fine Dining Local Specialty Pizza Family Dining Fast food/Take Out International Cost: \$ \$\$\$ \$\$\$\$ \$\$\$\$\$
(\$ = low, \$\$\$\$ = upscale)

Lodging: Please include the following information (use a separate sheet if necessary):

Type of Rooms (circle)	Cost (see restaurants)	Continental Breakfast	Dining (circle one)	Indoor Pool	# of Rooms	Other Extras
Hotel, Motel, B&B	\$ \$\$\$ \$\$\$\$ \$\$\$\$\$	Yes No	On premises Nearby	Yes No	<u> </u>	On premises Nearby (Please list)
Cabins, Condos						

USCA NATIONAL CHAMPIONSHIPS AUGUST 10-15, 2010



UNITED STATES
CANOE ASSOCIATION
uscanoe.com

*the real north*SM
MARINETTE COUNTY, WI

Welcome USCA Paddlers to Peshtigo, Wis.

- * Adult & Adult/Youth Sprint Championships
- * Sprint Championships for Paddlers with Physical Disabilities
- * Canoe/Kayak Orienteering Championships
- * Run-Paddle Biathlon Championships
- * Youth Sprint Championships
- * Marathon Championships
- * Tri-County (Marinette, Menominee, Oconto) Marathon Championships

Pre-registration required!

uscanoe.com or peshtigoriverpaddlers.com



www.therealnorth.com
800-236-6681



**THE PESHTIGO CHAMBER OF
COMMERCE WELCOMES THE
USCA NATIONAL CANOE & KAYAK
CHAMPIONSHIPS**

AUGUST 10-15, 2010

Adult and youth events available. Pre-registration required.

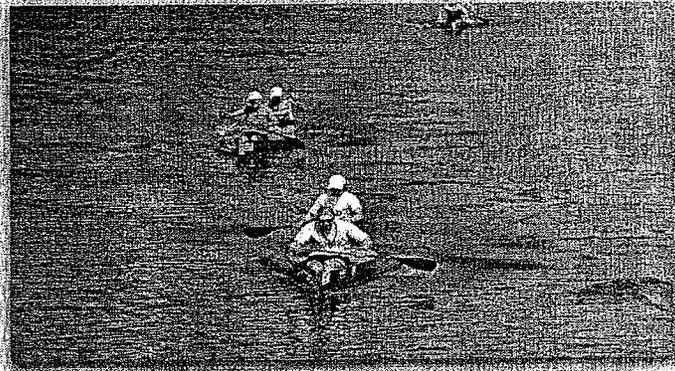
For more information visit:
uscanoe.com or peshtigoriverpaddlers.com

www.peshtigochamber.com



The City of Marinette

Welcomes USCA Paddlers
to Peshtigo, Wis.



USCA NATIONAL CHAMPIONSHIPS AUGUST 10-15, 2010

Set your own pace in Marinette County!

- * Take our unique waterfalls tour - drive yourself - at your own pace.
- * Shop in our charming antique and specialty stores.
- * Hike or bike along one of our many trail systems.
- * Visit our parks, picnic areas, and playgrounds.
- * Dine in any of our fabulous restaurants.
- * Explore our unique museums.
- * Relax on one of our sandy beaches.

Get your Official Marinette County Visitor Guide today!



UNITED STATES
CANOE ASSOCIATION
tusc canoe.com

Wisconsin Summer Travel
Guide - 2010

Assets: Golf
Parks- picnicking
Boating
ATV



Set your own pace.

Whether you prefer human power or horsepower, there's room enough for everyone in Marquette County. Visitors can access over 370 miles of connected ATV trails, acres upon acres of public forest lands, hundreds of miles of rivers, streams, inland waters and the Bay of Green Bay. Create your own affordable adventure at the pace you prefer in the real north.

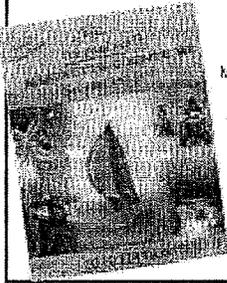
Discover
the real north.
MARINETTE COUNTY, WI

Marquette County Tourism
800-236-6681
www.therealnorth.com

Attachment C

Wisconsin **13**

Marinette County
Set Your Own
Pace

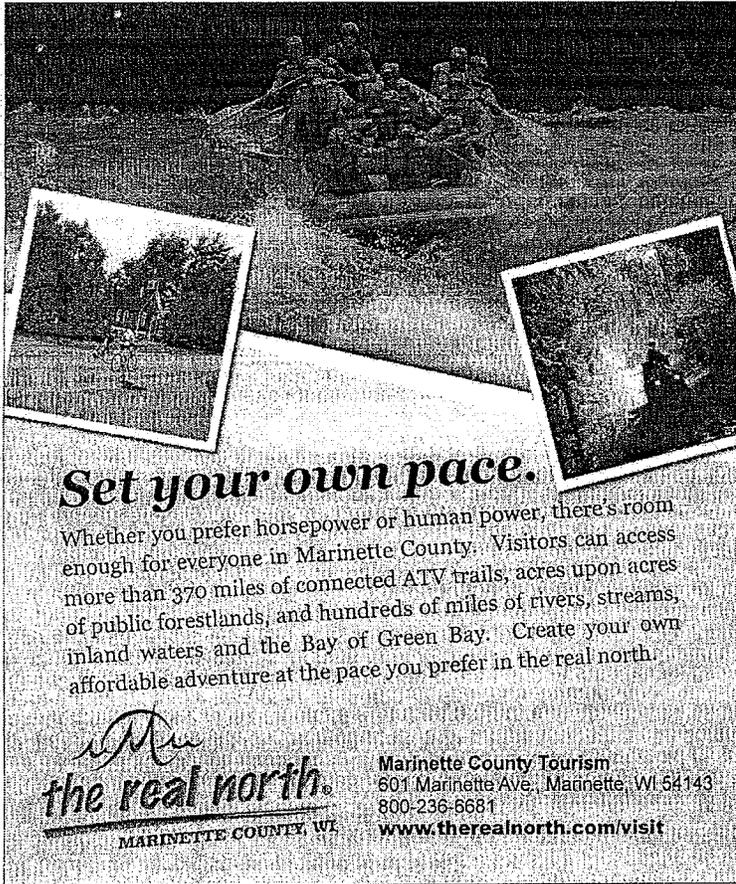


Marinette County is The Real North experience. Take a peaceful hike along woodland trails, paddle one of our many inland waterways, or experience the adrenaline rush of whitewater rafting or ATV riding. Come Visit Today!
www.TheRealNorth.com

Milwaukee Journal Sentinel
Spring & Summer Destinations - 2010

Assets: Branding & Image

Milwaukee Journal Sentinel
Summer Getaways - 2010



Set your own pace.

Whether you prefer horsepower or human power, there's room enough for everyone in Marinette County. Visitors can access more than 370 miles of connected ATV trails, acres upon acres of public forestlands, and hundreds of miles of rivers, streams, inland waters and the Bay of Green Bay. Create your own affordable adventure at the pace you prefer in the real north.

the real north.
MARINETTE COUNTY, WI

Marinette County Tourism
601 Marinette Ave., Marinette, WI 54143
800-236-6681
www.therealnorth.com/visit

Assets: ATV
Rafting
Biking



Gannett on-line banner - 2010
April & May

Asset - Branding & Image

Set your own pace.

Whether you prefer horsepower or human power, there's room enough for everyone in Marinette County. Visitors can access 14 waterfalls, acres upon acres of public forestlands, and hundreds of miles of rivers, streams, inland waters and the Bay of Green Bay. Create your own affordable adventure at the pace you prefer in the real north.

the real north
MARINETTE COUNTY, WI

Marinette County Tourism
601 Marinette Avenue
Marinette, WI 54143
800.236.6681
www.therealnorth.com

Gannett print ad - 2010
April

Assets: biking
Atung
waterfalls



Set your own pace.

Whether you prefer horsepower or human power, there's room enough for everyone in Marinette County. Visitors can access nine golf courses, 6 county campgrounds, two city campgrounds, and hundreds of miles of rivers, streams, inland waters and the Bay of Green Bay. Create your own affordable adventure at the pace you prefer in the real north.

the real north.
MARINETTE COUNTY, WI

Marinette County Tourism
800-236-6681
www.therealnorth.com

Gannett print ad - 2010

May

Assets: Golf
Camping
Boating

Silent Sport - early Summer 2010

Assets: Kayaking Rafting
Fishing
biking

USCA National Canoe
& Kayak Championships
AUGUST 10-15, 2010



Set your own pace.

If human power is what you crave, there's room for you in Marinette County. Visitors can access numerous hiking or biking trails and routes, hundreds of miles of rivers, streams, inland waters and the Bay of Green Bay as well as acres upon acres of public forest lands. Create your own affordable family adventure at the pace you prefer in the real north.

the real north

MARINETTE COUNTY, WI

Marinette County Tourism
800-236-6681
www.therealnorth.com/visit

the real north
MARINETTE COUNTY, WI

Set your own pace.

Silent sport web
banner - 2010

Attachment D

MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE

Organizational Chart

AS OF 5/10/2010

Marinette County Tourism Alliance Committee (need 8 for a quorum):

<u>MEMBER</u>	<u>REPRESENTING</u>	<u>OFFICE</u>	<u>TERM ENDS</u>
1 JON KUKUK	MARINETTE MENOMINEE CHAMBER OF COMMERCE	CHAIRMAN	12/31/2011
2 NICK LAKARI	COUNTY ECONOMIC DEVELOPMENT / TOURISM COMM.	VICE CHM	12/31/2011
3 RENEE KRESL	PESHIGO CHAMBER OF COMMERCE	FINANCE CHR	12/31/2011
4 JOETTA BARTOLAC	CITY OF NIAGARA		12/31/2011
5 PEGGY HANSEN	COLEMAN-POUND COUGAR COUNTRY BUSINESS ASSN.		12/31/2010
6 AMY SHAFFER	CRIVITZ BUSINESS ASSOCIATION		12/31/2010
7 JOHN GUARISCO	CRIVITZ RECREATION ASSOCIATION		12/31/2010
8 JIM BRIEN	WAUSAUKEE ECONOMIC DEVELOPMENT COMMITTEE	MRKTNG CHR	12/31/2010
9 LEON POPP	IRON SNOW SHOE, INC.		12/31/2010
10 BECKY DEWITT	CITY OF MARINETTE	RSRCH VC CHR	12/31/2010
11 RICHARD MATTY	MEMBER AT LARGE		12/31/2011
12 SHIRLEY PRUDHOMME	MEMBER AT LARGE		12/31/2011
13 PEGGY LANDWER	MEMBER AT LARGE		12/31/2011
14 LORETTA MILLETTE	MEMBER AT LARGE		12/31/2011
15 SHIRLEY KAUFMAN	COUNTY ECONOMIC DEVELOPMENT / TOURISM COMM.		4/30/2012

Marketing Sub-Committee (need 3 for quorum)

<u>MEMBER</u>	<u>MCTAC MEMBER</u>	<u>REPRESENTING</u>	<u>OFFICE</u>
1 RICHARD MATTY	YES	MEMBER AT LARGE	
2 JIM BRIEN	YES	WAUSAUKEE EDC	CHAIR
3 LORETTE MILLETTE	YES	MEMBER AT LARGE	
4 JOHN GUARISCO	YES	CRA	
5 PEGGY LANDWERE	YES	MEMBER AT LARGE	
6			
7			

Finance Sub-Committee (need 2 for quorum)

<u>MEMBER</u>	<u>MCTAC MEMBER</u>	<u>REPRESENTING</u>	<u>OFFICE</u>
1 RENEE KRESL	YES	PESH. C OF C	CHAIR
2 PEGGY HANSEN	YES	COLEMAN POUND	
3 AMY SHAFFER	YES	CBA	
4 SHIRLEY KAUFMAN	YES	EDC/T COMMITTEE	
5			
6			

Research Sub-Committee (need 4 for quorum)

<u>MEMBER</u>	<u>MCTAC MEMBER</u>	<u>REPRESENTING</u>	<u>OFFICE</u>
1 JOETTA BARTOLAC	YES	NIAGARA	
2 BECKY DEWITT	YES	MARINETTE	VICE CHAIR
3 MAGGIE KAILHOFFER	NO	GOV. THOMPSON PARK	
4 PAUL PUTNAM	NO	UWEX	
5			
6			
7			

Executive Committee (3 for quorum)

<u>MEMBER</u>	<u>MCTAC MEMBER</u>	<u>REPRESENTING</u>
1 JON KUKUK	YES	CHAIRMAN
2 NICK LAKARI	YES	VICE CHAIRMAN
3 RENEE KRESL	YES	CHM. FINANCE
4 JIM BRIEN	YES	CHM. MARKETING
5	YES	CHM. RESEARCH