



## MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE

### **MARKETING COMMITTEE**

**THURSDAY, November 13, 2014 – 5:30 P.M.**

**CRIVITZ VILLAGE HALL, 800 Henriette Ave - CRIVITZ**

**Committee Members Present:** Barb Van De Hei / Randy Polson

**Committee Members Absent & Excused:** Joe Banaszak

**Others Present:** Butch Kostreva, Tourism Coordinator

### *Meeting Minutes*

1. **Call to order** the meeting was called to order by Chair Van De Hei at 5:35p.m.
2. **Approve/amend agenda**  
*MOTION (Van De Hei /Polson) to approve the new agenda item. Motion carried.*
3. **Public comment.** None
4. **Approve/amend minutes of October 9, 2014**  
*MOTION (Van De Hei /Polson) to approve minutes. Motion carried.*
5. **Discuss reconstructing and updating the Real North website**  
- Completion is set for Nov. 28th  
*. Discussion / Information only*
6. **Discuss changes for 2015 Guide Book**  
- Discussion on styles and changes  
- Received Quotes from vendors – plus printing costs  
*Discussion / No action taken.*
7. **Recent Advertising Ads –**  
- looked at Fun in Wisc. / On Wisconsin print ads  
*Discussion / Information only*
8. **Discuss 2015 – 1<sup>st</sup> quarter tradeshows**  
- Attending Adventure Travel Show in Chicago – Jan  
- Attending Fishing Show in Appleton  
*Information only*
9. **Future Agenda Items**  
- 2015 Guidebook  
- Website progress book distribution areas  
- Billboards
10. **Discuss next meeting date, time and place** Wed. Dec. 10<sup>th</sup>, 2014 / 5:30pm / Crivitz Village Hall
11. **Adjourn meeting** - adjourned at 6:00 PM  
*MOTION (Van De Hei /Polson) to approve adjournment. Motion carried*

*\*Attachments that may be noted above are available for public viewing by contacting Marinette County Tourism at 800-239-6681.*