



MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE
RESEARCH COMMITTEE MEETING
THURSDAY DECEMBER 5, 2013- 3:30PM
BIGWOODS REALTY- 723 MAIN ST. WAUSAUKEE

Committee Members Present: Shirley Prudhomme, Nate Gamlin, Trish Peterson

Committee Members Absent: NA

Others Present: Becky DeWitt, Interim Tourism Director

1. CALL TO ORDER

The meeting was called to order by Chair Prudhomme at 3:45 PM.

2. AGENDA

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

3. APPROVE/AMEND MEETING MINUTES FROM OCTOBER 2, 2013

MOTION: (Gamlin/Prudhomme) to approve minutes as presented. Motion carried. no negative vote

4. PUBLIC COMMENT.

Prudhomme brought up possible models for MCTAC and is having discussion with Oconto County and their organizational model.

5. DISCUSS/CONSIDER OWI TASK FORCE PRO-ACTIVITY.

Discussion. Look into what other communities have done to reduce the amounts of OWI Incidents and not impact local economies in a negative way. See if anyone from the Tavern league would be interested in filling the at large position on the board.

6. DISCUSS/CONSIDER CONTACTS, TRACKING SYSTEMS/GOOGLE ANALYTICS.

Discussed. No action taken. Continue to track.

7. DISCUSS/CONSIDER MEDIA TRAVEL.

Continue to follow on this. Dan Small is interested in doing something.

8. DISCUSS/CONSIDER UPDATING BRANDING.

Discussion. Continue next meeting

9. DISCUSS/CONSIDER COUNTY PARK QUESTIONNAIRE.

This is a possibility for 2015. Will need to determine what questions to ask

10. DISCUSS/CONSIDER DEVELOPMENT OF GOLF TOURNAMENT FOR 2014.

First step is to get approval from Corporate Council before more plans can be made.

11. FUTURE AGENDA ITEMS

- **Branding**
- **Golf tournament**
- **OWI taskforce**
- **Media travel**

12. NEXT MEETING DATE/PLACE/TIME

Thursday, January 2 Bigwoods Realty at 3:30pm

13. Adjourn

Motion: (Peterson/Gamlin) to adjourn meeting. Motion carried. Meeting adjourned at 4:40pm

**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
December 10, 2013

Date Approved or Corrected

Marinette County Tourism Alliance Research Committee
December 5, 2013
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