



**MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE**  
**RESEARCH COMMITTEE MEETING**  
**WEDNESDAY, OCTOBER 2, 2013- 3:00PM**  
**BIGWOODS REALTY- 723 MAIN ST. WAUSAUKEE**

**Committee Members Present:** Shirley Prudhomme, Nate Gamlin

**Committee Members Absent:** Trish Peterson

**Others Present:** Becky DeWitt, Interim Tourism Director

**1. CALL TO ORDER**

The meeting was called to order by Chair Prudhomme at 3:15 PM.

**2. AGENDA**

**MOTION** (Gamlin/Prudhomme) 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. NA**

**5. DISCUSS/CONSIDER GRANTS FOR PROMOTION.** Other grants available beside State of Wisconsin. Discuss how to get the word out to other groups and organizations.

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

Discussed. No action taken. Continue to track.

**7. DISCUSS/CONSIDER QUESTIONNAIRE ON BACK OF PARKS DEPARTMENT DAILY/ANNUAL PASS.**

Will bring to Dave Marquart of Parks Department to consider.

**8. DISCUSS/CONSIDER FISHING TV SHOW OPPORTUNITIES.**

Gamlin and DeWitt to follow up.

**9. FUTURE AGENDA ITEMS**

- Branding
- Media travel
- Parks questionnaire
- OWI task force
- Tracking/Google analytics
- Promotional items
- Developing tourism

**10. NEXT MEETING DAY, LOCATION AND TIME**

Big Woods Realty, 723 Main St, Wausaukee on November 6 at 3 PM

**11. ADJOURN**

**MOTION** (Gamlin/Prudhomme) to adjourn the meeting at 5p.m. Motion carried.

*\*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  
October 30, 2013

Date Approved or Corrected

Marinette County Tourism Alliance Research Committee  
October 2, 2013  
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