



MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE
RESEARCH COMMITTEE MEETING
MONDAY, JULY 11, 2011 – 6:00 P.M.
NEWINGHAM'S SUPPER CLUB – 722 MAIN STREET - WAUSAUKEE

Committee Members Present: Joetta Bartolac, Loretta Millette, Paul Putnam, Jon Kukuk

Committee Members Absent & Excused: Maggie Kailhofer, Becky DeWitt

Others Present: Jamie Darge, Tourism Director

1. CALL TO ORDER

The meeting was called to order by Chair Bartolac at 6:00 p.m.

2. AGENDA

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

3. MINUTES OF MAY 12, 2011

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

4. ELECTION OF VICE CHAIR

Bartolac nominated Kukuk for Vice Chair of the Research Committee. Kukuk accepted. Nominations were closed.

MOTION (Bartolac/Millette) to elect Kukuk as Vice Chair. Motion carried. No negative votes.

5. PUBLIC COMMENT

Bartolac discussed setting a date for research meetings that would be held every other month (starting in September) and be one hour before the general tourism meetings.

6. THE PROOF OF THE TRADE SHOW SURVEY CARDS

Discussion included adding an area for "other" in the asset section and an area to list comments or concerns on the back of the card. No action taken. (Attachment A)

7. QUARTERLY VISITOR LOCATION DATA

The committee reviewed data for out of county guide shipments, Marinette County information requests and ATV visitor locations. (Attachment B)

8. FUTURE AGENDA ITEMS

- Asset data (fishing, camping, bicycling, etc.)
- Marketing distribution plan
- Community event feedback
- Local guide distribution lists
- Digital guide internet stats
- Regional marketing & branding

9. NEXT MEETING DATE AND PLACE

Goodman Town Hall, September 8, 2011 at 5:00 p.m.

10. ADJOURN

MOTION (Kukuk/Millette) to adjourn the meeting at 6:58 p.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
July 12, 2011

Date Approved or Corrected

Attachment A



NAME: _____
ADDRESS: _____
CITY/STATE/ZIP: _____
EMAIL: _____
PHONE: _____

NAME OF EXPO SHOW: _____

WHAT ARE YOUR FAVORITE OUTDOOR ACTIVITIES? (CIRCLE OPTIONS)

FISHING HUNTING SNOWMOBILING ATVING WATERFALLS MUSEUMS
CAMPING STATE / COUNTY PARKS CROSS COUNTRY SKIING / SNOW SHOEING
GOLF GEOCACHING NATURE VIEWING BOATING / SAILING BIKING
WHITEWATER RAFTING KAYAK / CANOE HIKING - other _____

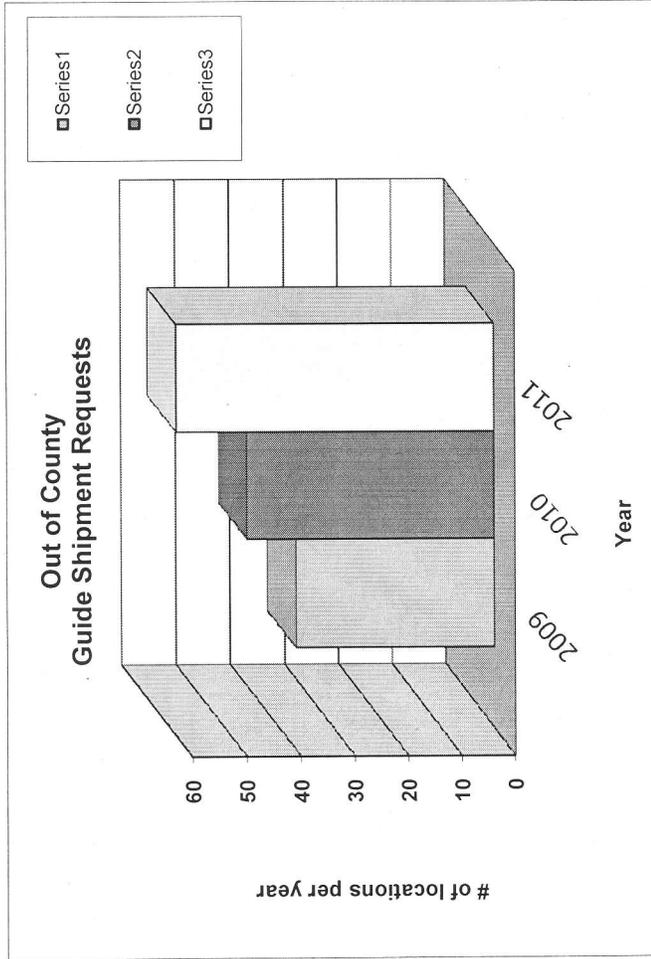
WHICH SEASON DO YOU TYPICALLY VISIT MARINETTE COUNTY?

(CIRCLE OPTIONS) SUMMER FALL WINTER SPRING

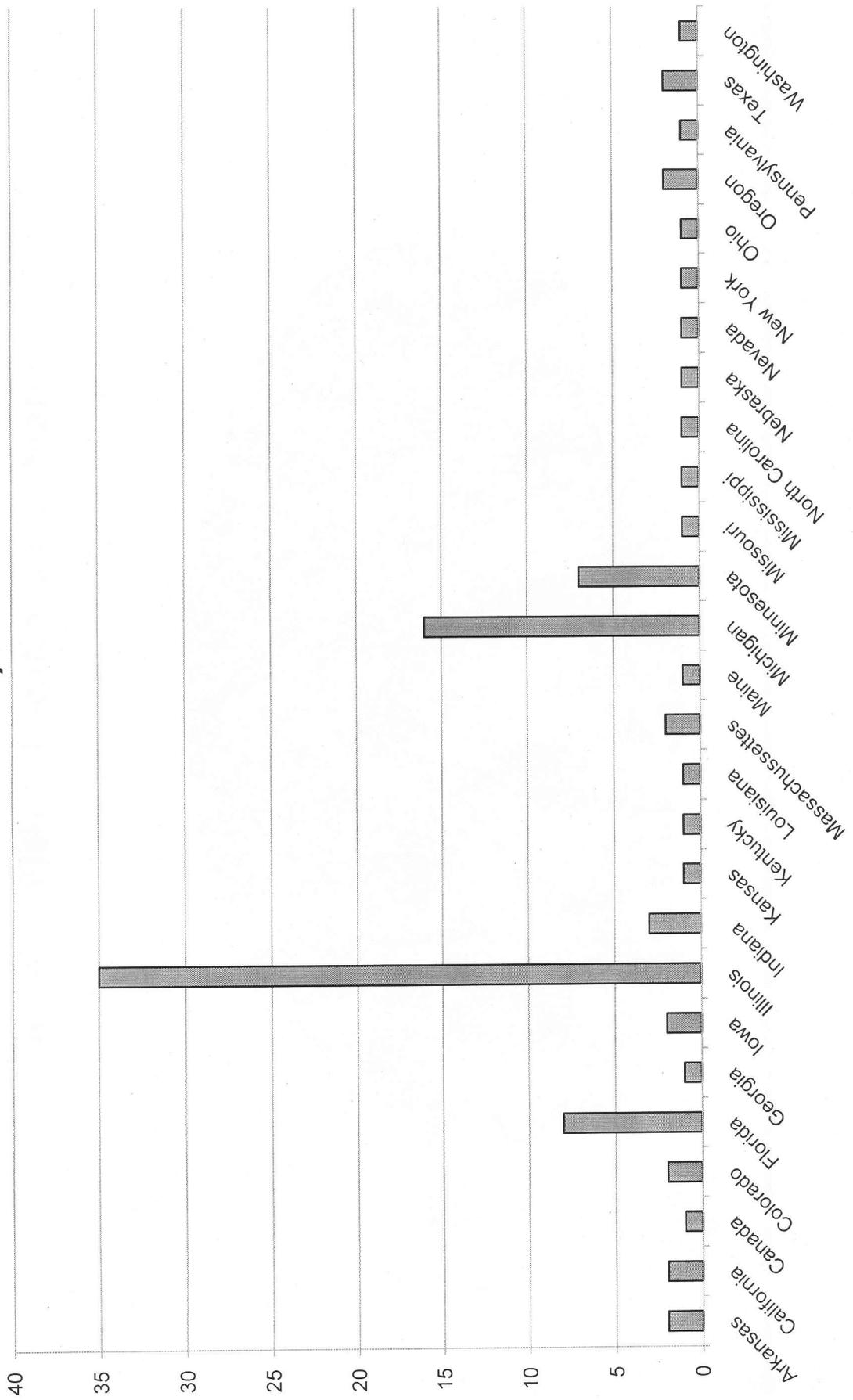
Please list comments/ concerns on back

Attachment B

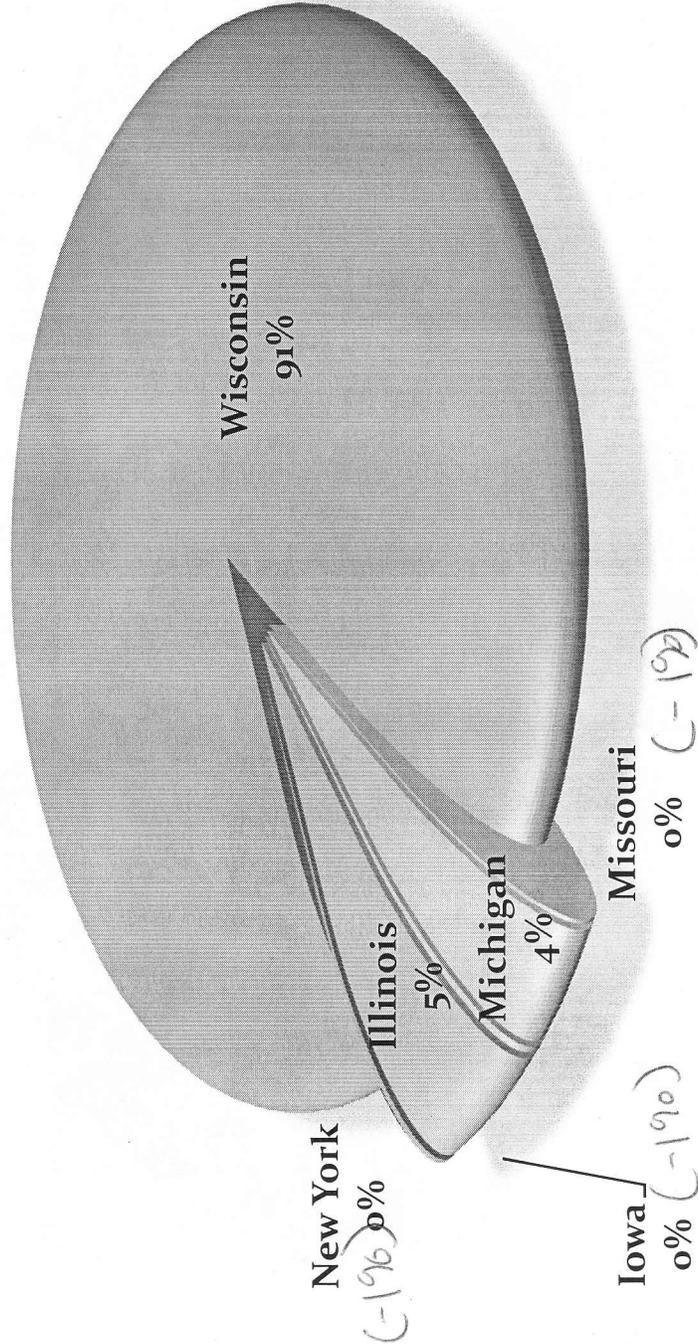
Out of County Guide Shipment Requests - (Bulk Quantities)



Chamber Lead Requests - Other States January - June 2011



2011 ATV Visitor Locations - All States



2011 ATV Visitor Locations - Wisconsin

