



**MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE**  
**COMMITTEE MEETING**

**THURSDAY, APRIL 8, 2010 – 6:00 P.M.**

**NEWINGHAM'S SUPPER CLUB – LOWER LEVEL – 722 MAIN ST. - WAUSAUKEE**

**Committee Members Present:** Chair Jon Kukuk, Vice Chair Nick Lakari, Ken Casper, Becky DeWitt, Amy Shaffer, Peggy Landwer, John Guarisco, Jim Brien, Renee Kresl,

**Members Absent:** Leon Popp, Dick Matty, Joetta Bartolac, Loretta Millette, Shirley Prudhomme, Peggy Hanson

**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 6:06 p.m.

**2. AGENDA**

**MOTION** (Casper/Landwer) to approve the agenda as presented. Motion carried. No negative votes.

**3. MINUTES OF MARCH 4, 2010**

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

**4. PUBLIC COMMENT**

Guarisco noted he would like to revisit the marketing committee's decision to allow non-Marinette County advertisers in the county visitor guide. Shaffer noted she was not happy with the unprofessional conduct displayed at the March 4, 2010 Tourism Alliance meeting.

**5. CURRENT NEWS AND EVENT CORRESPONDENCE**

Darge reported on meeting with the US Canoe Association (USCA) and discussed promoting the US Canoe & Kayak National Championships to be held in Peshtigo from August 10-15, 2010.

**6. ACCEPT TOUSIM ALLIANCE COMMITTEE RESIGNATION FROM JIM ORLOWSKI**

No discussion.

**7. SERVICE RECOGNITION FOR RETIRING TOURISM ALLIANCE MEMBERS**

Discussion included setting standards for receiving service recognition awards.

**MOTION** (Lakari/Kresl) that the Tourism Alliance Committee recognize Jim Orłowski with a plaque for service recognition on the Tourism Alliance and setting standards of receiving a certificate for members retiring with lengths of service from 4-10 years and a plaque for members serving 10 years or more. Motion carried. No negative votes.

**8. INSTATEMENT OF NEW MEMBERS**

Discussion included John Guarisco giving brief history of his involvement in the county and with tourism.

**MOTION** (Shaffer/Brien) to accept John Guarisco as a member of the Tourism Alliance Committee as a representative for the Crivitz Recreation Association. Motion carried. No negative votes.

**9. REVIEW TOURISM ALLIANCE COMMITTEE ASSIGNMENTS**

Discussion included Guarisco being appointed to the Marketing committee, Loretta Millette being assigned to the Marketing Committee and Shaffer being appointed to the Finance Committee. (Attachment A)

**10. IMPROVEMENTS TO THE STATE/COUNTY PARKS**

Kailhofer reported on construction resuming at Governor Thompson State Park and the progress made to date.

**11. REVISIONS TO THE TOURISM SUPPORT AGREEMENT**

Kukuk reported on the progress of the Tourism Support Agreement going through the Marinette-Menominee Area Chamber of Commerce's committee approval process. No action taken.

**12. PARTICIPATING IN THE MARINETTE COUNTY FAIR FROM AUGUST 26-29, 2010**

**MOTION** (Kresl/DeWitt) to approve participation in the Marinette County Fair for \$128.00. Motion carried. No negative votes.

**13. CHANGING THE ATV TV SHOW PARTNERSHIP FROM TRAIL NATION TV TO DISCOVER WISCONSIN**

Discussion included recommending the Marketing Committee determine the budget restrictions for changing the ATV TV partnership to Discover Wisconsin at an additional cost of \$1125. No action taken.

**14. 2010 ANNUAL NEWSLETTER PROOF**

Discussion included adding web links to the newsletter, adding a section to introduce Tourism Alliance Members and including an eye-catching welcome banner at the top of the newsletter. No action taken. (Attachment B)

**15. 2010 MARKETING PLAN QUARTERLY ADJUSTMENTS**

Darge explained changes made to the marketing plans' print and electronic advertising outlets for second, third and fourth quarter of 2010. Discussion also included researching 2011 publications for boating and golf print advertising.

**16. REPORTS  
RESEARCH**

DeWitt explained that there was not a quorum to conduct the Research Committee meeting and the meeting will be rescheduled.

**MARKETING**

Brien summarized the Marketing Committee meeting minutes from the March 25, 2010.

**FINANCE**

Kresl explained invoices received for the snowmobile trail report on WFRV TV 5 for \$962, Tourism Director mileage for \$581.26 and the monthly payment to the chamber for \$3750 totaling \$5293.26.

**MOTION** (Casper/DeWitt) to approve the invoices as presented in the amount of \$5293.26 and recommend payment to the Economic Development & Tourism Committee. Motion carried. No negative votes.

**MARINETTE COUNTY TOURISM DIRECTOR**

**ADVENTURES IN TRAVEL EXPO**

Darge reported on attendance, top asset interest and how many county guides were handed out at the Adventures in Travel Expo in Chicago, IL.

**GOVERNOR'S CONFERENCE ON TOURISM**

Darge, Casper and DeWitt reported on attendance, focuses, goals and session topics at the Governor's Conference on Tourism in Milwaukee, WI.

**17. FUTURE AGENDA ITEMS**

- Tourism Support Agreement
- ATV Partnership

**18. NEXT MEETING DATE, TIME AND PLACE**

Thursday, May 13, 2010 at 6:00 p.m. at the Four Seasons Resort in Pembine.

**19. ADJOURN**

**MOTION** (Guarisco/DeWitt) to adjourn the meeting at 7:40 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  
April 9, 2010

Date Approved or Corrected

# **MARINETTE COUNTY TOURISM ALLIANCE COMMITTEE**

## **Organizational Chart**

**AS OF 3/23/2010**

ATTACHMENT A

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

<b><u>MEMBER</u></b>	<b><u>REPRESENTING</u></b>	<b><u>OFFICE</u></b>	<b><u>TERM ENDS</u></b>
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 SCHAFFER	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 KEN CASPER	COUNTY ECONOMIC DEVELOPMENT / TOURISM COMM.		4/30/2012

### **Marketing Sub-Committee (need 3 for quorum)**

<b><u>MEMBER</u></b>	<b><u>MCTAC MEMBER</u></b>	<b><u>REPRESENTING</u></b>	<b><u>OFFICE</u></b>
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)**

<b><u>MEMBER</u></b>	<b><u>MCTAC MEMBER</u></b>	<b><u>REPRESENTING</u></b>	<b><u>OFFICE</u></b>
1 RENEE KRESL	YES	PESH. C OF C	CHAIR
2 PEGGY HANSEN	YES	COLEMAN POUND	
3 AMY SHAFER	YES	CBA	
4 KEN CASPER	YES	EDC/T	VICE CHAIR
5			
6			

### **Research Sub-Committee (need 4 for quorum)**

<b><u>MEMBER</u></b>	<b><u>MCTAC MEMBER</u></b>	<b><u>REPRESENTING</u></b>	<b><u>OFFICE</u></b>
1 JOETTA BARTOLAC	YES	NIAGARA	
2 BECKY DEWITT	YES	MARINETTE	VICE CHAIR
3 SHIRLEY PRUDHOMME	YES	MEMBER AT LARGE	
4 LEON POPP	YES	IRON SNOW SHOE	
5 MAGGIE KAILHOFFER	NO	GOV. THOMPSON PARK	
6 PAUL PUTNAM	NO	UWEX	
7			

### **Executive Committee (3 for quorum)**

<b><u>MEMBER</u></b>	<b><u>MCTAC MEMBER</u></b>	<b><u>REPRESENTING</u></b>
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

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*Attachment B*



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# MARINETTE COUNTY TOURISM

Annual Newsletter  
April 2010

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**in this issue**

- [Co-op Marketing Opportunities](#)
- [Trade Show Funding Requests](#)
- [Marketing Plan](#)
- [County Visitor Guide Advertising](#)

**The Marinette County Tourism Alliance Committee** would like to keep you informed. Inside this newsletter is valuable information about how your business or organization can benefit from entering into a partnership with the Tourism Alliance. Learn how to receive up to 50% reimbursement for participating in trade shows. Discover how the Tourism Alliance can help with advertising and promoting your event or just catch up on what the Tourism Alliance is involved with.

**Co-op Marketing Opportunities**

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A co-op marketing opportunity may be available for your business or organization. Opportunities can be as small as sharing in the cost of a one time print advertisement or assisting with the cost of promoting your entire event. An example of a recent co-op marketing opportunity was the partnership between the Marinette County Tourism Alliance and the Marinette County Snowmobile Alliance. Together, they developed the Snowmobile Trail Report that was aired from December 24 through March 15 on WFRV Channel 5. For more information on how to apply for a

co-op marketing opportunity or to receive an application, please ask any member of the Marinette County Tourism Alliance Committee, contact Jamie Darge at 715-735-6681 or simply [click here](#).

**Trade Show Funding Requests**

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The Marinette County Tourism Alliance would like to help you with the cost of participating in a trade or expo show. As long as the expo show is tourism related and has the potential to bring overnight visitors to the area, your business or organization may be eligible to receive up to 50% reimbursement of the cost of participating in the show. There are many reimbursement options available. For

more information or to receive a funding request application, please ask any member of the Marinette County Tourism Alliance Committee, contact Jamie Darge, Marinette County Tourism Director at 715-735-6681 or simply [click here](#).

**How have we worked for you?**

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The Marinette County Tourism Alliance works for you! How do we do this? By participating in various trade and expo shows that highlight the assets of Marinette County. By attending these shows, we are not only attracting visitors to the county, but also to your businesses!

Shows we have attended in 2010:

- America Outdoor Show - Rosemont, IL - January 2010
- Fishing Expo - Madison, WI - February 2010
- Fishing Expo - Rockford, IL - March 2010
- Sport Travel Show - Milwaukee, WI - March 2010
- Adventures in Travel Expo - Rosemont, IL - March 2010

Future shows planned for 2010:

- Marinette County Fair - Wausaukee, WI - August 2010
- Snowmobile USA - Milwaukee, WI - October 2010
- Snowmobile USA - Chicago, IL - October 2010

**Governor's Conference on Tourism**



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Milwaukee, Wisconsin was the location for this years Governor's Conference on Tourism (WIGCOT). This three-day event, which was held from March 14-16, 2010, was extremely motivational and informative. Themed "Traditions, Trends & Transitions". Secretary of Tourism Kelli Trumble noted that "special emphasis should be put on "Transitions" as change is the one thing we can be certain of."

Keynote Speakers Daniel Burrus and David Zach provided insite on forecasting the recessions effects on the tourism industry. Breakout Sessions and Round-Table discussions delivered the message of always being connected to guests and visitors by utilizing the power of the internet and all the social media resources that are available. Social media resources include: youtube.com, facebook.com, twitter.com, flicker.com, foursquare.com and many others. The power of the internet and your friend lists on each of these mediums can be a sure fire way to spread the "viral word" about the assets of our county and what your private business offers.

What was very interesting to me was that the Wisconsin Department of Tourism actually encouraged texting and using laptops to keep connected throughout the conference. With phones turned to silent mode, we could see live time updates on twitter.com from attendees spreading the word on conference activities.

A new item to this years' agenda was honoring the very first recipients of the Governor's Tourism Awards. Focusing on Legacy, Stewardship, Service Excellence and Rising Star categories, each award is an acknowledgement to leadership, commitment and innovation among the nominees that work to move the tourism industry towards the future.

The dates for the 2011 Wisconsin Governor's Conference on Tourism will be March 6-8, 2011 and the event will be held at the Kalahari Resort in Wisconsin Dells. All who attended are looking forward to next years' event which will include the transition of a new Governor in our state's capitol.

**2010 Summer Events Calendar**

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**June:**

- 5** WAUSAUKEE AREA FARMER'S MARKET & MORE

- 6 OPEN HOUSE AT GOVERNOR THOMPSON STATE PARK
- 9 BANDS AT BADGER PARK - PESHTIGO
- 12 JERRY PARINS CRUISE FOR CANCER - PESHTIGO
- INTERSTATE STOCK & CUSTOM ANNUAL 20,000 HORSES CAR SHOW
- BIRDING HIKE - HARMONY ARBORETUM
- 12-20 28TH ANNUAL PROTERFIELD COUNTRY MUSIC FESTIVAL
- 19 MEET THE FLEET - M&M YACHT CLUB
- 20 WAUSAUKEE CONCERTS IN THE PARK - EVERGREEN CAMPGROUND
- 24 SAND LAKE CONSERVATION CAMP
- 27 ART FOR ALL - MENOMINEE, MI
- MENOMINEE RIVER CENTURY BIKE RIDE
- 28 28th ANNUAL PROTERFIELD COUNTRY MUSIC FEST
- 30 BANDS AT BADGER PARK - PESHTIGO

**July:**

- 3 ANNUAL FREEDOM CELEBRATION IN WAUSAUKEE
- TWIN BRIDGE SKI CLUB FIREWORKS
- CRIVITZ SKI CATS 4TH OF JULY SHOW
- 10 MENOMINEE RIVER FLOAT - WAUSAUKEE
- AURORA MACC RUN/WALK - MARINETTE HIGH SCHOOL
- 14 BANDS AT BADGER PARK - PESHTIGO
- 16 8th PORTERFIELD CEUISIN OLDIES CONCERT, CAR AND TRACTOR SHOW
- 18 WAUSAUKEE CONCERTS IN THE PARK - EVERGREEN CAMPGROUND
- 28 BANDS AT BADGER PARK - PESHTIGO

**August:**

- 7 MENOMINEE RIVER FLOAT - WAUSAUKEE
- GUN & KNIFE SHOW - CRIVITZ
- 11 BANDS AT BADGER PARK - PESHTIGO
- 14 SILVER CLIFF FIRE & RESCUE AUXILLARY PICNIC
- 25 BANDS AT BADGER PARK - PESHTIGO
- 26-29 MARINETTE COUNTY FAIR - WAUSAUKEE

For a more complete list of events, please visit our [website](#).

**Advertise in the Official 2011 Marinette County Visitor Guide**



We are now accepting ad insertions for the Official 2011 Marinette County Visitor Guide. The rates have been redesigned with the economy in mind to offer you better ad choices at great low rates.

- Why advertise in the Marinette County Visitor Guide?
- 12 Full months of advertising for 1 low price - compare to other media
  - 50,000 guides are distributed annually to promote local businesses
  - Available and free for the taking at over 500 locations throughout Wisconsin, Illinois and the U.P. of Michigan.

The guides are also mailed in response to inquiries received through e/mail, phone and direct mail sources. Support the guide that supports your business. **Reserve your ad space today!**

**Quick Links...**

- [Our Website](#)
- [Trade Show Funding Requests](#)
- [Co-op Marketing Agreements](#)

**Contact Information**

**MARINETTE COUNTY TOURISM**

601 Marinette Ave.  
Marinette, WI 54143

**Phone: 715-735-6681 Fax: 715-735-6682**  
[www.therealnorth.com](http://www.therealnorth.com)

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