

**MARKETING MARINETTE AD HOC COMMITTEE  
MEETING MINUTES FROM JANUARY 08, 2018**

Doug Oitzinger, Marketing Marinette Ad Hoc Committee Chairman, called the meeting to order at 9:05 AM at Marinette City Hall Conference Room 214.

**1. Call the meeting to order**

**2. Upon a call of the role** it was determined a quorum of committee members were present and the following attendance was recorded:

**MEMBERS PRESENT: Chairman Doug Oitzinger; Mayor Genisot; Keith Killen; Judy Alwin; Laura Rowe; John Hofer; Jon Kukuk; and Jan Kust**

**ABSENT: None**

**OTHERS PRESENT: Kathy Springberg (EagleHerald); Ald. Wally Hitt; Ald. Peter Noppenberg; and Keith Waloway**

**3. Approval of Marketing Marinette meeting minutes from December 4, 2017**

Member Kust moved/Kukuk seconded and all concurred to accept the minutes as Presented. New member, Jon Kukuk, was welcomed to the meeting.

**4. Marinette Welcome Visitor Counts**

December 2017 Visitor Count for the Marinette Welcome Center:

495 visitors from the United States; 4 foreign visitors; total = 499; WI Dept. of Tourism calculation of 1447.1 visitors; January to December 2017 visitors = 27,663.1.

**5. 2018 Visitor's Guide**

Kathy Springberg presented information on the proposed 2018 Visitor's Guide; The Guide subcommittee recommended to the committee to stay with the smaller 8 1/2"x 5 1/2" format size and all glossy pages. The quote is to be determined on whether the page-count goes up, the original quote was \$4,467. The Committee Liaison will meet again on January 23<sup>rd</sup> to choose a potential cover. Springberg will bring the Guide back to the February 5<sup>th</sup> meeting when the format should be completed. **Chmn Oitzinger recommended the Guide go before the Room Tax meeting for funding.**

**6. Community REC Center Marketing Updates**

Mayor Genisot gave the committee an update on the REC Center. An ad will be sent out for a Marketing & Tourism Director who will market the Center and the City. This person may potentially be chosen in the next month.

**7. 2018-2019 Fishing Tournaments & M&M Great Lakes Sport Fishermen Association**

Keith Waloway was invited guest to discuss fishing and tournaments in the area. The Great Lakes Sport Fishermen Association runs four big fishing events each year. The group itself is in its 39<sup>th</sup> year and is listed as a Non-profit organization both in Wisconsin and Michigan. It is around 300 members strong and the largest event they put on is the Brown Trout Derby, averaging over 500 fishermen entered each July. The other events are: Kids Derby during the first free fishing weekend in Michigan; Heads Up Derby; and the Ice Out Fishing Derby from April 1-30<sup>th</sup>.

The Committee expressed interest in the Brown Trout Fishing Derby. Waloway stated that the Brown Trout is the Association's Species of Emphasis with the Club putting monies toward restocking and working with DNR to raise the Brown Trout. Discussion ensued regarding the area being an undisputed 'World-Class Fishery'. Chmn Oitzinger asked Waloway what amenities would be most helpful to fishermen and the Club. Waloway stated that a fish cleaning station and restrooms would help. Additionally, a weekly local fishing report for radio, Facebook or Website are always requested and would bring people to the area. The Brown Trout Derby was discussed as a good derby for the City to support as Waloway says that consistently one-half of the fishermen come from out of town and support the local economies on both sides of the water. Questions that came up if the City is to support the event are:

- If the event is in Menominee, how does Marinette support it?
- How to promote outside the area?
- How to make fishermen feel welcome while they are here?
- Suggestions on promotion through brochures or promotion to the fishing group?

Waloway said that he would talk with the group and bring back information as soon as he was able to. Chmn Oitzinger said that the Visitors Guide will commit to promoting the Brown Trout Derby. Next month Member Kukuk will try to invite guests from fishing and/or sailing charter businesses.

**7. Next Meeting Date on Monday, February 5, 2018 at 9:00AM in Conference Room 214.**

**8. The meeting adjourned at 10:35AM on Motion by Chmn. Oitzinger, and all concurred.**

Jan Kust, Mayor's Assistant/  
Community Development Specialist