

**MARKETING MARINETTE AD HOC COMMITTEE
MEETING MINUTES FROM FEBRUARY 5, 2018**

Doug Oitzinger, Marketing Marinette Ad Hoc Committee Chairman, called the meeting to order at 9:00 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; Judy Alwin; John Hofer; Jon Kukuk; and Jan Kust

ABSENT: Keith Killen; Laura Rowe

OTHERS PRESENT: Kathy Springberg (EagleHerald); Ald. Peter Noppenberg; Kim Brooks; and Rick Estebo

3. Approval of Marketing Marinette meeting minutes from January 8, 2018

Members Kukuk moved/Alwin seconded and all concurred to accept the minutes as Presented.

4. Marinette Welcome Visitor Counts

January 2018 Visitor Count for the Marinette Welcome Center:

300 visitors from the United States; 0 foreign visitors; total = 300; WI Dept. of Tourism calculation of 870 visitors; May 2017 to January 2018 visitors = 24,244.

5. 2018 Visitor's Guide

Kathy Springberg and Chmn Oitzinger presented information on the proposed 2018 Visitor's Guide; Springberg's staff will focus on the map with regard to where a tourist would go and more information on Lodging & Dining. Changes will be a 50-60% focus on water related activities and more graphics, less text. **Springberg will bring the Guide to the March meeting for review and will be close to final draft.**

6. Community REC Center Marketing Updates

Mayor Genisot introduced Gavin Scray, Executive Director of Recreation to the group and said the contractors were just finishing the turf on area C. In area B, housing the tennis and basketball courts, the cement will start to be poured.

7. 2018-2019 Water Events – M&M Yacht Club Officer, Rick Estebo presenting

Jon Kukuk introduced the Sailing aspect of Water Events. Rick Estebo, Officer with M&M Yacht Club stated the Club is the largest fleet of large boat sailing north of Milwaukee. The Club hosts four events each year: "The 100 Miler"; Joey Schepro Memorial Race for Make a Wish Foundation; Meet the Fleet; and Hook Race.

100 Miler is July 28, 2018 in its 82nd year. Race week takes place before the 100 Miler with three more races to keep boats and visitors in the community

Joey Schepro Charity Race hosts about 60-70 boats with the weekend-long event bringing in \$10,000-15,000 for charity.

Hook Race is combined between Racine and Menominee.

Meet the Fleet is hosted on Saturday, July 14, 2018 with approximately 10 sailboats whose crew takes people out for free rides for about one to one-and-a-half hours. This event brings out about 200-300 people.

In addition to the races, there are opportunities on fourteen (14) Wednesday nights in the summer for people to sail as a crew member with the Club.

Additional Water Events: Kim Brooks presented the metal artwork for the Brown Trout Initiative for this year. There will be larger size Brown Trout to go in the City of Marinette flower pots (located in main road meridians) There will be smaller sized metal Brown Trout for sale through the Downtown Marinette Action Group.

8. Next Meeting Date is changed to Friday, March 9, 2018 at 9:00AM in Conference Room 214 for a short meeting to review City Guide and a tour of the Community REC Center will take place immediately following. Please wear sturdy shoes and appropriate clothing for worksite. Hard hats will be provided at the site – meet at southeast side of building.

9. Motion to adjourn

John Kukuk moved/Judy Alwin seconded and all concurred to adjourn at 10:12AM

Jan Kust, Mayor's Assistant/
Community Development Specialist