

**MARKETING MARINETTE AD HOC COMMITTEE
MEETING MINUTES FROM MAY 7, 2018**

Doug Oitzinger, Marketing Marinette Ad Hoc Committee Chairman, called the meeting to order at 9:02 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 Steve Genisot; Judy Alwin; Keith Killen; Kim Brooks and Jan Kust

ABSENT: Laura Rowe; John Hofer; Jon Kukuk

OTHERS PRESENT: Kathy Springberg (EagleHerald); Amber Miszka (Bay Cities Radio); Marketing & Tourism Director Melissa Ebsch; Exec. Recreation Director Gavin Scray; and Keith Walloway

3. Approval of Marketing Marinette meeting minutes from April 2, 2018

Members Alwin moved/Killen seconded and all concurred to accept the minutes as presented.

4. Presentation by Marketing & Tourism Director, Melissa Ebsch/Fishing Club presentation by Keith Walloway

As follow-up with marketing our water, Keith Walloway, President of M&M Great Lakes Sport Fishermen was present to discuss what could be done to market sports fishing in the area. Mr. Walloway thanked the group for placing the Brown Trout Derby in the City Guide and suggested a radio or social media site for a fishing report. Aric Chaltry from Nestegg Marine may be contacted for videoing a fishing report. Keith Walloway stated that he will be able to provide Melissa Ebsch with more information on promoting the club and event by the end of the month. Kim Brooks explained the Trout N About campaign with 250 metal trout for sale in support of the Brown Trout Derby this year.

Melissa Ebsch stated that she is working on events for the City and focusing on the Community REC Center, working on numbers for renting out events and her strategy for the future. She will be starting the summer season out by creating on a downtown event in the form of a block party with a street closure, vendors, a music concert and car show.

5. Discussion and possible action on Committee Mission Statement

A handout provided by Chmn Oitzinger with last year's topics was reviewed. Discussion on gathering the background information during last year's meetings was provided but implementing the plan is just getting started. **No action was taken at this time. The topic was tabled and will be reviewed at a later date.**

6. Discussion and possible action regarding Central Clearinghouse for event notifications

Kathy Springberg shared her conversation with Marketing & Tourism Director Melissa Ebsch, stating that the County should be the clearinghouse. Melissa Ebsch can have all events go to the County and can export the information to the newspaper and City, once she approves it. Chmn Oitzinger requested follow-up for next meeting on the following:

- Jon Kukuk – Brown Trout Derby
- Kathy Springberg (Kim Brooks will be gone next meeting but would also represent this group) - Downtown Marinette Group programs
- Keith Killen – Menominee programs
- Melissa Ebsch - Community Calendar & Events

7. Next Meeting Date is Monday, June 4, 2018 at 9:00AM in Conference Room 214.

Motion to adjourn by Chrmn Doug Oitzinger/Keith Killen seconded and all concurred to adjourn at 11:06AM.

Jan Kust, Mayor's Assistant/
Community Development Specialist