

COUNTY OF MARQUETTE
BOARD OF COMMISSIONERS

COURT HOUSE
MARQUETTE, MICHIGAN 49855



CLAYTON J. ANDERSON
RUBY CHEATHAM
ROBERT G. CLARK
RICHARD C. COOMBS
JOHN P. FARRELL
ELAINE JUIDICI
ORVO KROOK
FRANK J. LEONE
TIMOTHY LOWE
CLYDE A. STEELE

SALLY MAY
Chairperson

JOSEPH O. RACINE
Vice-Chairperson

December 5, 1979

TO: Board Members
FROM: Karen
RE: Notice of UPTRA Meeting

Attached is a notice and agenda of a UPTRA Board of Directors meeting on December 7 which may be of interest to you.

klc

Attachment

Gilbert Bond
25000000

MICHIGAN'S UPPER PENINSULA TRAVEL & RECREATION ASSOCIATION
P.O. Box 400, Iron Mountain, Michigan 49801 - 906/774-5480

NOTICE OF BOARD OF DIRECTORS MEETING

Friday, December 7, 1979
1:00 p.m. (Local Time)
Holiday Inn, Marquette, Michigan

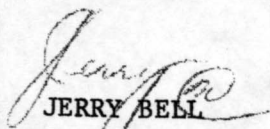
Meeting will start promptly at the designated time. Directors are urged to bring their Advisors, and other guests whose attendance would be mutually beneficial.

AGENDA

1. (a) Welcome to new Directors, Advisors, and Guests
(b) Minutes of Previous Meeting
2. COMMITTEE REPORTS
 - (a) Advertising/Publicity
 - (b) Finance & Office Personnal, 1979-80 Budget Report, George Norr, Vice Pres./Treasurer
 - (c) Summer Sport & Travel Shows Schedule
 - (d) Winter Sport & Travel Shows Report
 - (e) Highway Signing - National Register of Natural Areas
3. OFFICERS' REPORT
 - (a) President
 - (b) Vice President
 - (c) Executive Manager
4. OLD BUSINESS
 - (a) Project "Show Me" - Dick Depper
 - (b) Three-Region Literature Report - Dick Depper
 - (c) Room Tax Legislation - Art DellaMoretta
 - (d) Memorial Day Date Change Legislation Up-Date - Executive Manager
5. NEW BUSINESS
 - (a) Committee Assignments
 - (b) U.P. Local Area Business Condition Reports
 - (c) Remarks by Advisors/Guests

Absence of a Director without excuse acceptable to the Board for three consecutive meetings shall constitute a resignation from the Board. (Article 4.51 UPTRA by-laws).

Sincerely,


JERRY BELL
President

JB/nm

MINUTES OF UPTRA BOARD OF DIRECTORS MEETING
D&N BUILDING, MARQUETTE, MICHIGAN
May 5, 1978

PRESENT: Directors Matt Baker, Jerry Bell, Glenn Anderson, Arthur DellaMoretta, Donald Doyle, William Ferguson, Robert Grasesschi, Keith McLeod, Robert Morrison, George Norr, Richard Pawley, Clyde Wescoat; Ex-Officio Director David Frimodig; Advisors Sandee Sibbald, Clyde Steele; Guests Walter Garon, Lost Lake Resort, Paradise; Ronnie Jepsen, D&N, Marquette; Fran Martin, U.P. Sunday Times; Mary Pierce, Marquette; Judy Pomroy, B&J's Cottages, AuTrain; Al Raymond, Chamber of Commerce, Marquette; Bud Weeson, Cliffs Ridge Marquette; Nancy Milligan, UPTRA Secretary; Mark Rose, UPTRA Field Representative; and Robert Helwig, UPTRA executive manager.

ABSENT: June Aho, R.J. Beach, Ruth Briney, Will Carne, Paul Karow, Richard Leemon, Marvin Rademan, Frank Senger and Donald Tallman.

Meeting called to order by President McLeod at 1:00 p.m.

Bell moved, supported by Wescoat, that the MINUTES OF THE PREVIOUS MEETING be approved as published and distributed. Motion carried.

In the absence of Committee Chairman Senger, the executive manager presented a brief ADVERTISING/PUBLICITY REPORT. Helwig distributed copies of the newest Finest Attractions booklet (noting that the new booklet features 19 attractions, four more than the previous edition), and displayed published copy of UPTRA's spring/summer ad. He stated that inquiries from January 1, 1978, through April 30, 1978, were up 3% over the same period of the previous year; phone and walk-in inquiries up 26%; literature distribution up 32%.

Helwig said the May 21-24 IRON COUNTY PROMOTIONAL FISHING TRIP for writers, tackle manufacturers, and fishing club members, was drawing many reservations. The trip was organized by Stan Lievense, Travel Bureau, in cooperation with UPTRA and should generate outstanding publicity for Iron County.

The executive manager distributed copies of a STUDY OF CANADIAN VISITORS stopping at the MDSHT Port Huron Travel Information Center between April 10 and 23, 1978. Canadians represented 23% of the total visitors, and of these, 18% listed the Upper Peninsula as their destination and indicated they planned to spend at least one night and eat two or three meals while in the state.

It was reported that the PLACEMAT PROMOTION has been cancelled for the 1978 summer season due to lack of adequate response from some attractions and the insufficient time in which to change the format. Helwig said that he would contact all attractions again, in late summer, to see if there was sufficient interest to produce a promotional placemat for summer, 1979.

DellaMoretta reported that the HIGHWAY SIGNING COMMITTEE would be meeting with Chris Dancisak, House Tourist Industry Relations Committee, to formulate an Upper Peninsula highway signing recommendation to present to the Legislators, MDSHT, and the Travel Bureau.

Helwig read a letter from Karow regarding suggested amendments to the MICHIGAN SKI AREA SAFETY ACT (Act 199 of the Public Acts of 1962). Karow requested that the UPTRA Board send a letter to Senator Mack and Representative Ogonowski and request passage of the amendments prior to the 1978-79 ski season. Following discussion, the executive manager was directed to send such a letter and include a request that consideration also be given to possible similar liability problems in other areas of U.P. industry - commercial attractions, lodging/food, etc., and to other matters such as skyrocketing insurance rates for workmens' compensation.

President McLeod recommended that MATT BAKER, HOLIDAY INN, MARQUETTE, BE APPOINTED DISTRICT 3 DIRECTOR to fill the vacancy created by the resignation of Les Roberts, and that RUTH BRINEY, CHIPPEWA RESORT, CRYSTAL FALLS, BE APPOINTED IRON COUNTY DIRECTOR to fill the vacancy created by the resignation of Dave Zaugh. Norr moved, supported by DellaMoretta, that the President's recommendations be approved. Motion carried. CLYDE STEELE, MARQUETTE COUNTY BOARD OF COMMISSIONERS, ACCEPTED APPOINTMENT AS MARQUETTE COUNTY REPRESENTATIVE ON THE UPTRA ADVISORY BOARD.

MCLEOD ANNOUNCED HIS RESIGNATION AS UPTRA PRESIDENT to seek the 11th Congressional District seat and recommended that VICE PRESIDENT ANDERSON SERVE AS ASSOCIATION PRESIDENT until the Board held its next election of officers following the 1978 Annual Convention. Bell moved, supported by Della Moretta, that the Board approve McLeod's recommendations. Motion carried.

Norr moved supported by DellaMoretta, that MCLEOD'S RESIGNATION BE ACCEPTED WITH REGRET and that the Board unanimously express its heartfelt appreciation to Keith McLeod for his unswerving leadership, wise counsel, and judiciousness in guiding the affairs of the Association during his service as UPTRA President, and member of the Board of Directors. Motion carried.

McLeod turned the Chair over to Anderson.

Comments made during the U.P. LOCAL AREA BUSINESS CONDITIONS REPORT included the following:

- (1) Norr: Dickinson County enjoyed a good 77-78 ski season.
- (2) DellaMoretta: Motel reservations indicate a good season coming up. Gran otel booked solid through September 15.
- (3) Bell: Soo area allocated \$35,000 for local ad budget and hopes for additional \$15,000 during 1978 summer. New businesses coming into industrial park. Things looking good in area.
- (4) Pawley: Schoolcraft County economy currently slow.
- (5) Martin: Distributed copies of the U.P. Sunday Times and briefed Directors about this new U.P. newspaper. Expressed interest in involvement in UPTRA programs and activities. Said paper's circulation was 60,300 and looked towards 70,000.
- (6) Baker: Holiday Inn, Marquette, expansion includes 60 additional rooms.
- (7) Morrison: Alger County season slowly coming around.
- (8) Garon: UPTRA has helped the Lost Lake Resort, Paradise. Area currently slow.
- (9) Ferguson: Hope to be able to present Paradise area promotional efforts at next Board meeting.

Mary Pierce, MSU Cooperative Extension Service, Marquette, informed the Directors of the MAY 16-17 FOOD/LODGING SHOW at Lakeview Arena. It was suggested that UPTRA participate in such events in the future to establish closer rapport with industry businesses. President Anderson asked that the subject be placed on the agenda for the next Board meeting.

Following general comments from guests, the meeting was adjourned at 4:00 p.m.

Respectfully Submitted,

Robert L. Helwig
ROBERT L. HELWIG
Executive Manager

RLH/nm

MINUTES OF UPTRA BOARD OF DIRECTORS MEETING
D&N BUILDING, MARQUETTE, MICHIGAN
FEBRUARY 23, 1978

RECEIVED

MAR 7 1978

PRESENT: Directors Jerry Bell, Will Carne, Don Doyle, William Ferguson, Robert Grasesschi, Paul Karow, Keith McLeod, Robert Morrison, Richard Pawley, Marvin Rademan; Ex-Officio Directors Robert Bates and David Fromodig; Advisors Sandee Sibbald and Clyde Steele; Guests Dixie Franklin, U.P. Sunday Times; Carol Marcella, Stereo 100, Marquette; Carol Rademan, Tamu Safari Campground, Powers; Allen Raymond, Marquette Area Chamber of Commerce; UPTRA executive manager Robert Helwig.

ABSENT: June Aho, Glenn Anderson, R.J. Beach, Arthur DellaMoretta, Richard Leemon, George Norr, Frank Senger, Donald Tallman, Clyde Wescoat, and David Zaugh.

Meeting called to order by President McLeod at 1:10 p.m.

Carne moved, supported by Ferguson, that the MINUTES OF THE PREVIOUS MEETING be approved as published and distributed. Motion carried.

Copies of the SPRING/SUMMER NEWSPAPER/MAGAZINE ADVERTISEMENT (layout, text and insertion schedule) were distributed. Bell stated that the ad campaign had been discussed at the September 9, 1977 Board meeting when presented by the agency. He said the Advertising Committee recommended approval of the ad as presented, and insertion in May in the Chicago Tribune, Milwaukee Journal, Frt. Wayne News Sent., Detroit News, Detroit Free Press, Grand Rapids Press, Toledo Blade, and in the April issues of the following AAA magazines: Michigan Ohio, Iowa, Missouri, Minnesota, Nebraska, North Dakota, and Wisconsin; total circulation, 5,770,164; total insertion cost, \$17,877. Ferguson moved, supported by Morrison, that the Advertising Committee recommendation be approved as presented. Motion carried.

President McLeod asked Karow for information regarding the current SKI FACILITY LIABILITY PROBLEM. Karow detailed some of the recent court actions and extremely high settlements awarded against ski facilities. He said he would send file material to the President so copies could be made for interested members. Karow said he was attending an action meeting regarding the problem, in Lansing, February 27th, that would include Department of Commerce and Legislative personnel and that he would keep the Association informed.

Bell suggested that if Legislative action was contemplated it should include liability and risk situations in all sport and attractions businesses and not be limited to skiing only.

Rademan reported that response to the SPECIAL CAMPGROUND COMMITTEE'S questionnaire had been minimal. Helwig said that if the Committee deemed it advisable to work in cooperation with the Michigan Association of Private Campground Owners, the UPTRA office could assist and participate.

President McLeod reported that DIRECTOR CHRIS PFOHL had been transferred to the Holiday Inn, Downtown, Las Vegas, and had RESIGNED FROM THE UPTRA BOARD. McLeod requested opinions regarding the appointment of a replacement Director, and also Advisor, for Marquette County. Matt Baker, new Innkeeper, Holiday Inn, Marquette, and Clyde Steele, Marquette County Commissioner, were suggested. The President said he would discuss the matter with each.

McLeod shared with the Board the fact that he would more than likely be announcing his candidacy, in late March or early April, for the congressional seat being vacated by Phil Ruppe.

Bell informed Directors that Mr. Hobart Brown, Les Cheneaux Island Area, had requested clarification of UPTRA'S POLICY REGARDING MEMBERSHIP LISTINGS IN THE WHO'S HOST BOOK. Bell said the Advertising Committee should discuss the matter and establish a policy that could be utilized by Association staff.

Ms. Dixie Franklin, free-lance writer and contributing writer for the NEW U.P. SUNDAY TIMES, was introduced. Ms. Franklin is producing stories promoting the U.P. and has been assisted by the UPTRA staff. Directors and Advisors were asked to extend whatever courtesies they could when she came into their areas.

The executive manager informed the Board that he had been in contact with NATIONAL GEOGRAPHIC Washington, D.C., and that more than likely that magazine's representatives would be in the U.P. in the not-too-distant future, gathering story and picture material.

Helwig said he had been assisting the Travel Bureau, Lansing, in their arrangements for a WRITER/PHOTOGRAPHER/MANUFACTURER PROMOTIONAL FISHING TRIP IN IRON COUNTY, May 21-24, 1978.

The Board was informed that Representative Casmer Ogonowski, Chairman, House Tourist Industry Relations Committee, had introduced a resolution (HCR 558) urging school administrators to DELAY SCHOOL OPENINGS UNTIL AFTER LABOR DAY.

The executive manager reported that his Upper Peninsula presentations to the SOCIETY OF AMERICAN TRAVEL WRITERS, Central Chapter, and the MICHIGAN OUTDOOR WRITERS' ASSOCIATION, were successful. The SATW will be meeting (for the first time) in the U.P. in February, 1979, and the MOWA, in June 1979.

The Board was informed that TED BOGDAN, former Holiday Inn, Marquette, Innkeeper, UPTRA Director and Association Vice President, had purchased the Heritage House, Marquette, and had extended his best wishes to the Directors and Advisors.

Helwig said the MICHIGAN TRAVEL COMMISSION had accepted UPTRA's invitation to hold its SEPTEMBER, 1979 MEETING (last week of the month) at the TOONERVILLE TROLLEY and he will be cooperating with R.J. Beach and Bob Sayles with meeting arrangements.

President McLeod reported that he and the executive manager had finalized arrangements with Bruce Lindstrom, the Governor's U.P. Representative, for the GOVERNOR'S LUNCHEON MEETING WITH THE UPTRA BOARD OF DIRECTORS. Following policy, the meeting will be restricted to UPTRA Directors (no wives or Director's guests). The date is March 17th, Big Powderhorn Mountain, and Directors will be informed as to additional details.

McLeod itemized the first draft findings of the MSU/UPTRA SPRING/SUMMER VISITOR PROFILE STUDY and said he was compiling a full report that would be published in the very near future.

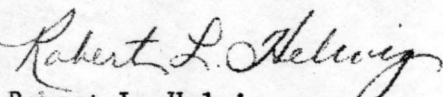
The executive manager reminded the Board that nominations for this year's AMBASSADOR AND EMBASSY OF TOURISM AWARDS were due and urged that suggestions be furnished as soon as possible.

Helwig was asked to leave the room during the report of the FINANCE & OFFICE PERSONNEL COMMITTEE. Upon his return he was informed that Morrison had moved, supported by Doyle, that secretary Nancy Milligan's salary be increased to \$575 per month, inquiry clerk Cindy Lindeman's salary be increased to \$450, and executive manager Robert Helwig's salary be increased \$1,000 per year, each retroactive to January 1, 1978. Motion carried.

The next meeting of the Board of Directors will be held in conjunction with the Governor's meeting, March 17th.

Meeting adjourned at 4:10 p.m.

Respectfully Submitted,


Robert L. Helwig
Executive Manager

RLH/nm



TRAVEL & RECREATION
ASSOCIATION

Box 400
Iron Mountain, Michigan 49801

Phone: 906/774-5480

Phone toll free (Upper Peninsula)
1-800-562-7134

Robert L. Helwig
Executive Manager

Michigan Travel Commission
Midwest Travel Writers' Association

February 6, 1978

Ms. Karen Chubb
Executive Secretary
Marquette County Board of Commissioners
Court House
Marquette, MI 49855

Dear Ms. Chubb:

Pursuant to your recent request we are sending a copy of the minutes of the UPTRA Board of Directors meeting of January 19, 1978, to Mr. Henry Skewis, County Clerk, Court House, Marquette, MI 49855. A copy of the minutes of all our Board meetings will henceforth be sent to Mr. Skewis.

The interest in UPTRA programs that has been indicated by the Marquette County Board of Commissioners is sincerely appreciated.

Sincerely,

ROBERT L. HELWIG
Executive Manager

RLH/cl

cc: Henry Skewis ✓

MINUTES OF UPTRA BOARD OF DIRECTORS MEETING
D&N BUILDING, MARQUETTE, MICHIGAN
January 19, 1978

PRESENT: Directors R.J. Beach, Jerry Bell, Arthur DellaMoretta, Don Doyle, William Ferguson, Robert Grasesschi, Richard Leemon, Keith McLeod, Bud Morrison, George Norr, Richard Pawley, Chris Pfohl, Frank Senger, Donald Tallman; Ex-Officio Director David Frimodig; Advisors Steve Bernard, Richard Depper, Rob Pike, Jerald Peters; Guests Matt Baker, Holiday Inn, Marquette; Hobart Brown and James Young, Les Cheneaux Chamber of Commerce; George Dezso, Royal Motel, Marquette; Barbara Doyle, CLK Chamber of Commerce; Frank Leone and Clyde Steele, Marquette County Board of Commissioners; Patty Moilanen, Ontonagon County Tourist Association; John Neph, Adventure Copper Mine; Karen Rademacher, Mining Journal, Marquette; Mark Rose, UPTRA Field Representative; Robert Helwig, UPTRA executive manager.

ABSENT: June Aho, Glenn Anderson, Will Carne, Paul Karow, Marvin Rademan, Clyde Wescoat and David Zaugh.

Meeting called to order by President McLeod at 1:00 p.m.

Ferguson moved, supported by Tallman, that MINUTES OF THE PREVIOUS MEETING be approved as published and distributed. Motion carried.

In his President's Report McLeod informed the Board of HARVEY DUCK'S (SKI EDITOR, CHICAGO DAILY NEWS) U.P. TRIP. Following arrangements made through the UPTRA office Mr. Duck visited various ski facilities and interviewed appropriate personalities to compile information for an in-depth feature story on the effects of the ski industry on areas and the economy.

McLeod also mentioned that he had just received the computer read-out of the MSU/UPTRA SPRING/SUMMER VISITOR PROFILE STUDY and would be preparing a formal report.

The motion to place the UPTRA Board of Directors on record as favoring SUBSTITUTE FOR HB-4313 (ROOM TAX), which had been made and supported at the 12/16/77 Board meeting, and tabled until the next meeting, was discussed in depth by the Board. Following the discussion the Directors voted, by secret ballot, in favor of the motion, nine yes, five no.

The executive manager was directed to formulate a resolution expressing Board opinion regarding Substitute for HB-4313 that the President could give to appropriate persons and Legislative Committees.

A letter from the Department of State Highways and Transportation, responding to UPTRA's resolution requesting Department help in cleaning up ROADSIDE GRAFFITI, was noted. The Department stated that they did not have funds to stage a graffiti cleanup program for the entire U.P. but would be interested in any suggestions to help them with their roadside operations. The President directed Frimodig to pursue the matter and report back to the Board.

The executive manager informed the Board of his forthcoming meetings with the SOCIETY OF AMERICAN TRAVEL WRITERS CENTRAL CHAPTER, and the MICHIGAN OUTDOOR WRITERS. Helwig will be making formal presentations to the two groups in an effort to convince them to hold meetings in the Upper Peninsula.

Tallman moved, supported by Doyle, that UPTRA hold its 1978 ANNUAL CONVENTION in Copper Harbor. Motion carried.

Executive manager reported briefly on the Association's current advertising program. Details of the program were itemized in the Traveler.

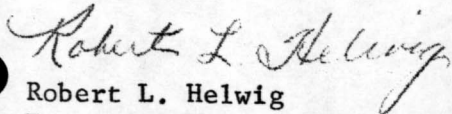
Helwig informed Directors that a knowledgeable legislative administrative assistant had offered to meet with an UPTRA committee to help FORMULATE AN UPPER PENINSULA RECOMMENDATION REGARDING HIGHWAY SIGNING. The President, Helwig and DellaMoretta are to make arrangements for such a meeting.

During "round table" comments, a procedure followed at the close of Board meetings, Mr. Hobart Brown, Les Cheneaux area, introduced the subject of his dissatisfaction with UPTRA's policy regarding Chamber of Commerce and individual member listings in the WHO'S HOST BOOK. The President stated that an involved and lengthy subject such as this was a matter that would have to be thoroughly considered and evaluated by the Advertising Committee then placed before the full Board as an agenda item. He thanked Mr. Brown for his interest and concern and suggested that he present his suggestions and recommendations to the Advertising Committee.

It was decided that the NEXT BOARD MEETING would be Thursday, February 23, 1978, at the D&N Building, Marquette, at 1:00 p.m. local time.

Meeting adjourned at 3:15 p.m.

Respectfully Submitted,



Robert L. Helwig
Executive Manager

RLH/nm