

**VILAS COUNTY  
SNOWMOBILE TRAIL SAFETY  
COMMITTEE  
Minutes of November 15, 2012 Meeting  
Boulder Junction Community Center**

PRESENT: Ralph Sitzberger, Vice Chair(late arrival); Dale Mayo, Vilas County Trail Coordinator; Gerald Ritter, Vilas County Sheriff's Dept.; Cindy Burzinski, Vilas County Tourism/Publicity; Gina Eagan, Vilas County Public Health; Renn Karl, Alliance President; Mike Keintz, Alliance Rep NE; Holly Tomlanovich, Alliance Rep SE; Stan Guif, Alliance Rep SW

EXCUSED ABSENCE: Gary Peske, Chair; Tim Price, DNR Law Enforcement; Leo Crawley, Alliance Rep NW.

GUESTS: Ron DeBruyne, Vilas County Supervisor, Arbor Vitae; Ray Wolf, LdF Tribal Law Enforcement

Meeting called to order at 9:33 am by Supervisor DeBruyne in the absence of Chair, Peske and Vice Chair, Sitzberger.

Verification of posting of meeting by Mayo.

Approve agenda to be discussed in any order at the discretion of the Vice Chair with correction of Agenda item #4 to read "October 18, 2012 minutes". Motion by Keintz, second by Burzinski. Motion carried.

Approval of October 18, 2012 minutes. Motion by Eagan, second by Keintz. Motion carried.

**Budget Report** – Mayo reported balance of \$880 of the annual budget of \$1000.

**Chairman Welcome – Introduction** – Upon his arrival Vice Chair Sitzberger assumed Vice Chair duties and all in attendance introduced themselves.

**Public Health – Egan** – Next Wednesday, November 21, 2012 the Child Death Reduction Team will meet to determine funds available.

The Northwoods Children's Museum has received a snowmobile and will now develop a display/ diorama.

**DNR Report – No Report**

**Alliance Report – Karl** – In Crawley's absence Karl reported that the Alliance met last evening, Wednesday, November 14, 2012 In Boulder Junction, WI at the Carlin Club.

The Vilas County Snowmobile Program will pay out at 100% for the Supplemental Payment for the first time in several years. This was due to the fact only a few Counties met the requirements to receive funding. There was discussion of ways to get more funds into the Snowmobile Recreation Fund. Currently there are 2 concepts. One concern is that at the present time the general public and legislature view fee increase as a tax and this could slow down the process to increase monies in the Snowmobile Recreation Fund.

The Snowmobile Trail Opening Dates is set for 12 Noon, December 10, 2012, weather conditions permitting. Mayo and the 11 Snowmobile Clubs will begin inspections Monday, November 26, 2012.

**Advertising, Public Relations – Burzinski** – Burzinski presented the Marketing Demographics research and Advertising Campaigns prepared by WJFW, Channel 12 of Rhinelander, WI. She presented Channel 12 with a season budget of \$1200. The campaign would run December 24, 2012 through February, 2013. The 2 plans presented were:

Plan #257 at a cost of \$1210 as presented. Highlights are that it includes early news rotation.

Plan #258 at a cost of \$1200 as presented. Highlights are that is featured no early news rotation.

Both are attached to these minutes.

The discussion turned to the Marketing Demographic Survey's prepared by Channel 12. The age groups range of 40-60 is the demographic that the Committee would want to target with the ads. Looking at this age group the 5 and 6 pm news have the highest viewership.

Motion to accept Plan #257 at a cost of \$1210. Motion by Mayo, second by Keintz. Guif questioned that the plan will cost \$1210 and the budget only has \$880. Burzinski explained that \$800 of the \$1210 would come from the current budget and the balance of \$410 would come from the 2013 budget. Motion carried.

There is need to reproduce the PSA that ran on TV last season. This will include new wording and photos to update. Motion by Tomlanovich to go ahead and reproduce the ad at a maximum cost of \$100. Second by Ritter. Guif asked if the PSA's could be formatted so that they could be downloaded to the internet. He would like to see the PSA on each Snowmobile Club webpage.

The new Radio PSA's need to be recorded by Committee member no later than December 1, 2012. The Committee reviewed the Radio Station list presented by Burzinski from the WJFW, Channel 12 Report. At the next meeting Burzinski will present a proposal. Mayo said there still are PSA's that have not been assigned and encouraged Committee to sign on to another PSA. He also said that he felt a younger voice might work well for several of the PSA's.

**Sheriff's Report – Ritter** – The Sheriff's Department has leased 2 new snowmobiles for 2 years. They have not yet arrived. When they arrive they will be retro fitted with the necessary law enforcement equipment. The Department has also been provided with clothing and safety gear.

The Sheriff's Department was reimbursed at 100% of their Trail Patrolling for last season. He further added that the DNR was very pleased with the Vilas County Sheriff's Department Patrol Program. Even with the low snow the Department increased its presence on the trails. Vilas County experienced NO FATALITIES during the 2011-2012 season.

**Trail Coordinator Report – Mayo** – Mayo explained the Trail Inspection process. All 11 clubs are inspected in 10 days. Should there be no snow the inspection will be done by truck and/or ATV.

As directed he handed out the Safety Posters to all snowmobile clubs represented at the November 14, 2012 Alliance meeting.

The hearing regarding the HWY 155 reroute is set for December 18, 2012. The DNR has enjoined and will be present at the hearing.

Due to a Landowner/Vilas County conflict Corridor 6 in the Presque Isle area has been closed by the Landowner. Mayo and the Presque Isle area Snowmobile Club are working on a temporary reroute.

**Old Business – Insurance Companies/totaled sleds** – Per direction from the October 18, 2012 Safety Committee meeting, committee members were to check with various Insurance Companies to see if there is a way to secure a wrecked snowmobile. The snowmobile would be used as part of a Traveling Display.

Mayo read an email from the Paul Belcher, State Farm Insurance Agency. It stated that State Farm deals with mainly a company called “Crashed Toys”. “Crashed Toys” get all their salvage from totaled snowmobile losses. The company is located in East Bethel, MN and can be reached at 763.434.8822. They further said that 2 other companies located in WI are “Insurance Auto Auctions” in Portage and Appleton, WI and “Co-part” in Cudahy, WI.

Sitzberger and Tomlanovich contacted Meyer Insurance Associates who use Auto Owners as their Underwriter.

Ritter said he would speak with the County Sheriff to see if there would be any wrecked snowmobiles available through the Department.

**Letters and Communications – Michigan Alert Letter** – Mayo and Keintz reported on a memo regarding snowmobile trail signing in Michigan beginning with the 2012-2013 riding season.

The Michigan DNR has implemented a new signage program that will eliminate most warning signs. Stop, Stop Ahead and Bridge hazard signs remain unchanged. Sharp, Ninety Degree Corners will have the Chevrons delineating the corner removed and will have only a single arrow. Signs removed include: Curve, Winding Trail, Bridge Ahead and other warning signs have been removed.

The Michigan DNR feels that if the riders are less “comfortable” when riding they will pay closer attention.

It was the consensus of the Safety Committee that this move will potentially be very unsafe for all riders.

**Next Meeting Date** – Next meeting set for December 20, 2012 at 10 am at the Vilas County Courthouse Lower Conference Rooms 1 & 2.

**Meeting Adjourned by the Vice Chair Sitzberger at 10:45 am**





# Marketron TvSCAN

Char Berens - 11/13/12 3:30 PM

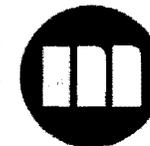
# Calendar Order

Wausau-Rhineland - 1QTR13 User Defined

Buyer	<b>CINDY BURZINSKI</b>	Order Number	<b>257</b>
Advertiser	<b>VILAS COUNTY TOURISM &amp; PUBLICI</b>	Product	<b>DEC 2012-FEB 2013</b>
Agency		Flight	<b>Flight 1 12/24/12-02/24/13</b>
Address		Acct. Exec. Phone	<b>715-365-8812</b>
		Acct. Exec. Fax	<b>715-365-8810</b>

Station	Program	Time Period	Length	Spots	Spot							Cost / Spot	Total Cost
					Mon	Tue	Wed	Thu	Fri	Sat	Sun		
<b>Week of 12/24/12</b>					<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>		
WJFW	AM ROTATOR	Mo-Fr 5:30a-11:30a	:30	3	X	X	X	X	X			\$25	
WJFW	EARLY NEWS ROTATOR	Mo-Fr 5:00p- 6:30p	:30	1	X	X	X	X	X			\$90	
WJFW	ROS - WJFW	Mo-Su 5:00a-12:00a	:30	3	X	X	X	X	X	X	X	\$0	
WJFW	ANTENNA TV	Mo-Su 6:00a-12:00a	:30	3	X	X	X	X	X	X	X	\$0	
<b>Week of 12/31/12</b>					<b>31</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>		
WJFW	AM ROTATOR	Mo-Fr 5:30a-11:30a	:30	3	X	X	X	X	X			\$25	
WJFW	EARLY NEWS ROTATOR	Mo-Fr 5:00p- 6:30p	:30	1	X	X	X	X	X			\$90	
WJFW	ROS - WJFW	Mo-Su 5:00a-12:00a	:30	3	X	X	X	X	X	X	X	\$0	
WJFW	ANTENNA TV	Mo-Su 6:00a-12:00a	:30	3	X	X	X	X	X	X	X	\$0	
<b>Week of 01/07/13</b>					<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>		

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# Calendar Order

Char Berens - 11/13/12 3:30 PM

Wausau-Rhineland - 1QTR13 User Defined

Plan No. 257		Spot												
Station	Program	Time Period	Length	Spots	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Cost / Spot	Total Cost	
<b>Week of 01/07/13</b>					<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>			
WJFW	AM ROTATOR	Mo-Fr 5:30a-11:30a	:30	1	X	X	X	X	X			\$25		
WJFW	EARLY NEWS ROTATOR	Mo-Fr 5:00p- 6:30p	:30	1	X	X	X	X	X			\$90		
WJFW	ROS - WJFW	Mo-Su 5:00a-12:00a	:30	3	X	X	X	X	X	X	X	\$0		
WJFW	ANTENNA TV	Mo-Su 6:00a-12:00a	:30	2	X	X	X	X	X	X	X	\$0		
<b>Week of 01/14/13</b>					<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>			
WJFW	AM ROTATOR	Mo-Fr 5:30a-11:30a	:30	2	X	X	X	X	X			\$25		
WJFW	EARLY NEWS ROTATOR	Mo-Fr 5:00p- 6:30p	:30	1	X	X	X	X	X			\$90		
WJFW	ROS - WJFW	Mo-Su 5:00a-12:00a	:30	3	X	X	X	X	X	X	X	\$0		
WJFW	ANTENNA TV	Mo-Su 6:00a-12:00a	:30	2	X	X	X	X	X	X	X	\$0		
<b>Week of 01/21/13</b>					<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>			
WJFW	AM ROTATOR	Mo-Fr 5:30a-11:30a	:30	1	X	X	X	X	X			\$25		
WJFW	EARLY NEWS ROTATOR	Mo-Fr 5:00p- 6:30p	:30	1	X	X	X	X	X			\$90		
WJFW	ROS - WJFW	Mo-Su 5:00a-12:00a	:30	3	X	X	X	X	X	X	X	\$0		
WJFW	ANTENNA TV	Mo-Su 6:00a-12:00a	:30	2	X	X	X	X	X	X	X	\$0		

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Char Berens - 11/13/12 3:30 PM

Wausau-Rhineland - 1QTR13 User Defined

Plan No. 257		Spot														
Station	Program	Time Period	Length	Spots	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Cost / Spot	Total Cost			
<b>Week of 01/28/13</b>					28	29	30	31	1	2	3					
WJFW	AM ROTATOR	Mo-Fr 5:30a-11:30a	:30	2	X	X	X	X	X			\$25				
WJFW	EARLY NEWS ROTATOR	Mo-Fr 5:00p- 6:30p	:30	1	X	X	X	X	X			\$90				
WJFW	ROS - WJFW	Mo-Su 5:00a-12:00a	:30	3	X	X	X	X	X	X	X	\$0				
WJFW	ANTENNA TV	Mo-Su 6:00a-12:00a	:30	2	X	X	X	X	X	X	X	\$0				
<b>Week of 02/04/13</b>					4	5	6	7	8	9	10					
WJFW	AM ROTATOR	Mo-Fr 5:30a-11:30a	:30	1	X	X	X	X	X			\$25				
WJFW	EARLY NEWS ROTATOR	Mo-Fr 5:00p- 6:30p	:30	1	X	X	X	X	X			\$90				
WJFW	ROS - WJFW	Mo-Su 5:00a-12:00a	:30	2	X	X	X	X	X	X	X	\$0				
WJFW	ANTENNA TV	Mo-Su 6:00a-12:00a	:30	2	X	X	X	X	X	X	X	\$0				
<b>Week of 02/11/13</b>					11	12	13	14	15	16	17					
WJFW	AM ROTATOR	Mo-Fr 5:30a-11:30a	:30	2	X	X	X	X	X			\$25				
WJFW	EARLY NEWS ROTATOR	Mo-Fr 5:00p- 6:30p	:30	1	X	X	X	X	X			\$90				
WJFW	ROS - WJFW	Mo-Su 5:00a-12:00a	:30	2	X	X	X	X	X	X	X	\$0				
WJFW	ANTENNA TV	Mo-Su 6:00a-12:00a	:30	2	X	X	X	X	X	X	X	\$0				

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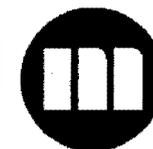
Char Berens - 11/13/12 3:30 PM

Wausau-Rhineland - 1QTR13 User Defined

Plan No. 257		Spot															
Station	Program	Time Period	Length	Spots	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Cost / Spot					Total Cost
	<b>Week of 02/18/13</b>				18	19	20	21	22	23	24						
WJFW	AM ROTATOR	Mo-Fr 5:30a-11:30a	:30	1	X	X	X	X	X			\$25					
WJFW	EARLY NEWS ROTATOR	Mo-Fr 5:00p- 6:30p	:30	1	X	X	X	X	X			\$90					
WJFW	ROS - WJFW	Mo-Su 5:00a-12:00a	:30	2	X	X	X	X	X	X	X	\$0					
WJFW	ANTENNA TV	Mo-Su 6:00a-12:00a	:30	2	X	X	X	X	X	X	X	\$0					
<b>Schedule Totals</b>				<b>69</b>												<b>\$1,210</b>	

Client approval \_\_\_\_\_ Date \_\_\_\_\_  
 Signature or Authorization/Statement regarding acceptance of terms and conditions of payment.

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Char Berens - 11/13/12 3:31 PM

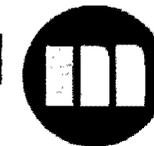
# Calendar Order

Wausau-Rhineland - 1QTR13 User Defined

Buyer	<b>CINDY BURZINSKI</b>	Order Number	<b>258</b>
Advertiser	<b>VILAS COUNTY TOURISM &amp; PUBLICI</b>	Product	<b>DEC 2012-FEB 2013 2</b>
Agency		Flight	<b>Flight 1 12/24/12-02/24/13</b>
Address		Acct. Exec. Phone	<b>715-365-8812</b>
		Acct. Exec. Fax	<b>715-365-8810</b>

Station	Program	Time Period	Spot Length	Spots	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Cost / Spot	Total Cost	
<b>Plan No. 258</b>														
<b>Week of 12/24/12</b>					24	25	26	27	28	29	30			
WJFW	DAYTIME ROTATOR	Mo-Fr 9:00a- 5:00p	:30	7	X	X	X	X	X			\$25		
WJFW	ROS - WJFW	Mo-Su 5:00a-12:00a	:30	3	X	X	X	X	X	X	X	\$0		
WJFW	ANTENNA TV	Mo-Su 6:00a-12:00a	:30	3	X	X	X	X	X	X	X	\$0		
<b>Week of 12/31/12</b>					31	1	2	3	4	5	6			
WJFW	DAYTIME ROTATOR	Mo-Fr 9:00a- 5:00p	:30	6	X	X	X	X	X			\$25		
WJFW	ROS - WJFW	Mo-Su 5:00a-12:00a	:30	3	X	X	X	X	X	X	X	\$0		
WJFW	ANTENNA TV	Mo-Su 6:00a-12:00a	:30	3	X	X	X	X	X	X	X	\$0		
<b>Week of 01/07/13</b>					7	8	9	10	11	12	13			
WJFW	DAYTIME ROTATOR	Mo-Fr 9:00a- 5:00p	:30	5	X	X	X	X	X			\$25		
WJFW	ROS - WJFW	Mo-Su 5:00a-12:00a	:30	3	X	X	X	X	X	X	X	\$0		

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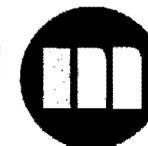
# Calendar Order

Char Berens - 11/13/12 3:31 PM

Wausau-Rhineland - 1QTR13 User Defined

Plan No. 258		Spot												
Station	Program	Time Period	Length	Spots	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Cost / Spot	Total Cost	
<b>Week of 01/07/13</b>					7	8	9	10	11	12	13			
WJFW	ANTENNA TV	Mo-Su 6:00a-12:00a	:30	2	X	X	X	X	X	X	X	\$0		
<b>Week of 01/14/13</b>					14	15	16	17	18	19	20			
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WJFW	ROS - WJFW	Mo-Su 5:00a-12:00a	:30	3	X	X	X	X	X	X	X	\$0		
WJFW	ANTENNA TV	Mo-Su 6:00a-12:00a	:30	2	X	X	X	X	X	X	X	\$0		
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WJFW	DAYTIME ROTATOR	Mo-Fr 9:00a- 5:00p	:30	5	X	X	X	X	X			\$25		
WJFW	ROS - WJFW	Mo-Su 5:00a-12:00a	:30	3	X	X	X	X	X	X	X	\$0		
WJFW	ANTENNA TV	Mo-Su 6:00a-12:00a	:30	2	X	X	X	X	X	X	X	\$0		
<b>Week of 01/28/13</b>					28	29	30	31	1	2	3			
WJFW	DAYTIME ROTATOR	Mo-Fr 9:00a- 5:00p	:30	5	X	X	X	X	X			\$25		
WJFW	ROS - WJFW	Mo-Su 5:00a-12:00a	:30	3	X	X	X	X	X	X	X	\$0		
WJFW	ANTENNA TV	Mo-Su 6:00a-12:00a	:30	2	X	X	X	X	X	X	X	\$0		
<b>Week of 02/04/13</b>					4	5	6	7	8	9	10			
WJFW	DAYTIME ROTATOR	Mo-Fr 9:00a- 5:00p	:30	5	X	X	X	X	X			\$25		

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Wausau-Rhineland - 1QTR13 User Defined

Plan No. 258															
Station	Program	Time Period	Spot Length	Spots	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Cost / Spot	Total Cost		
<b>Week of 02/04/13</b>					4	5	6	7	8	9	10				
WJFW	ROS - WJFW	Mo-Su 5:00a-12:00a	:30	2	X	X	X	X	X	X	X	\$0			
WJFW	ANTENNA TV	Mo-Su 6:00a-12:00a	:30	2	X	X	X	X	X	X	X	\$0			
<b>Week of 02/11/13</b>					11	12	13	14	15	16	17				
WJFW	DAYTIME ROTATOR	Mo-Fr 9:00a- 5:00p	:30	5	X	X	X	X	X			\$25			
WJFW	ROS - WJFW	Mo-Su 5:00a-12:00a	:30	2	X	X	X	X	X	X	X	\$0			
WJFW	ANTENNA TV	Mo-Su 6:00a-12:00a	:30	2	X	X	X	X	X	X	X	\$0			
<b>Week of 02/18/13</b>					18	19	20	21	22	23	24				
WJFW	DAYTIME ROTATOR	Mo-Fr 9:00a- 5:00p	:30	5	X	X	X	X	X			\$25			
WJFW	ROS - WJFW	Mo-Su 5:00a-12:00a	:30	2	X	X	X	X	X	X	X	\$0			
WJFW	ANTENNA TV	Mo-Su 6:00a-12:00a	:30	2	X	X	X	X	X	X	X	\$0			
<b>Schedule Totals</b>				<b>92</b>											<b>\$1,200</b>

Client approval \_\_\_\_\_ Date \_\_\_\_\_

Signature or Authorization/Statement regarding acceptance of terms and conditions of payment.

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