

**VILAS COUNTY
SNOWMOBILE TRAIL SAFETY
COMMITTEE
Minutes of September 20, 2012 Meeting
Northland Pines High School LGI Room**

PRESENT: Gary Peske, Chair; Ralph Sitzberger, Vice Chair; Dale Mayo VC Trail Coordinator; Gerard Ritter, VC Sheriff's Dept.; Tim Price, DNR Law Enforcement; Cindy Burzinski, VC Tourism/Publicity; Gina Egan, VC Public Health; Renn Karl, Alliance President; Mike Keintz, Alliance Rep NE; Holly Tomlanovich, Alliance Rep SE; Leo Crawley, Alliance Rep NW

GUESTS: Raymond Wolfe, LDF Law Enforcement; Mr. Strong, Mass Communications Teacher; Mass Communications Class; Ken Anderson, Media, late attendee.

Meeting called to order at 10 am.

Verification of posting of the meeting by D. Mayo.

Motion to approve agenda to be discussed in any order by Egan, second by Ritter. Motion Carried.

Motion to approve minutes of the August 16, 2012 meeting by Sitzberger, second by Crawley. Motion Carries.

Chairman, Peske welcomed all in attendance and introduced all in attendance. He explained to the Mass Communication class the purpose of the Vilas County Snowmobile Trail Safety Committee. He further spoke to the Mass Communications class directly explaining the committees' reasons for setting a meeting with them.

DNR Report/Mass Communication Class – Price thanked Mr. Strong for bringing the Class & Committee together. He presented potential ideas that the Safety Committee has brought forth in their effort to get the safety message out speaking directly to the Class.

1. Demonstration posters presenting snowmobile safety.
2. PSA announcements. Discussion as to which media outlets will best serve to reach all demographics.
3. Instagram, Facebook, Twitter were ideas brought forth by the Class.

Mr. Strong discussed the need for a youth prospective to enhance communication of the Safety Committee message. Ideas that can actually be implemented in the community as well as throughout the snowmobiling community. He stated that his class is capable of doing almost anything related to mass media. The Class at large contributed their ideas as to what their idea of snowmobiling.

The catch phrase, **Snowmobiling Safety Is Fun** was brought forth by a student.

Another student presented the idea of a video of the consequences of bad/inappropriate riding. The video would be produced by the class itself. After production they would travel with the video to different user groups in conjunction with a discussion group. All to address the 'bullet proof' mentality.

An open forum followed between the Class & Committee.

1. Price – How do we get the message out to ALL age groups?
2. Karl – Development of an informed message to rental sled groups.
3. Price – How do we get the message out to non-locals and to their peers?
4. Egan - There are natural connections with the Health Department with potential for grants available.
5. Sitzberger – Suggested a sub committee made up of Mass Communications students that would meet with the Committee bringing forth their ideas.
6. Karl – Would like to see a proactive approach to safety as Vilas County is one of only a few counties that has created a Committee specific to safety.
7. Burzinski – Offered a connection to the County Tourism Facebook page. Mixed media of all types to appeal to all demographics blanketing them.
8. Strong – Will set a class brainstorm to develop the following ideas:
 - a. The best form of media to send the message
 - b. How to structure the message. Video? Or perhaps another medium.
 - c. They will then put together proposals of ideas.
9. All agreed the theme should be **SNOWMOBILE SAFETY IS FUN**

ALLIANCE MEETING – Crawley reported the Alliance discussed the Opening/Closing Policy of the trails. The representatives were encouraged to go back to their clubs for input on the Policy and bring to the next meeting. There was a review of the Hwy 155 trail relocation.

SHERIFF'S DEPARTMENT REPORT – Ritter reported the department is readying for the upcoming season. The 2 years snowmobile lease is in place.

TRAIL COORDINATOR REPORT – Mayo reported:

1. August 21, 2012 the Resolution to officially restructure the Committee to re include Egan, Health Department as a member of the Board along with Burzinski, VC Tourism Department was approved by the full County Board.
2. Hwy 155 Update. The project has been bid with a start date set for 10/1/12.
3. Sayner/Trout lake reroute will move the trail off of Tower Lake Rd.
4. A new funding program was presented at the recent Rec Council meeting. It is projected to add \$200,000 to the Patrol (enforcement) program.

OLD BUSINESS – Egan said that Prevention monies are available to the Safety Committee through the Health grants.

LETTERS AND COMMUNICATIONS – Mayo reported that Iron County is moving forward with a 3 digit trail location/safety numbering system.

NEXT MEETING – October 18, 2012, 9 am Courthouse Conference Rooms

ADJOURN - Meeting adjourned at 11:25 am by the Chair, Peske