



Vilas County Tourism &  
Publicity Committee Meeting  
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July 2, 2013

Members Present: Linda Thorpe, Emil Bakka, Ron DeBruyne, Leon Kukanich, Mark Rogacki

Department Personnel Present: Cindy Burzinski, Vilas County Tourism  
Janet Christianson, Vilas County Tourism

Others Present: Fritz Laeser, Edgewater Inn & Cottages  
Bob Egan, Vilas County Economic Development Corporation

Thorpe called the regular meeting to order at 9:00am in Conference Room #2 of the Vilas County Courthouse. The meeting was properly posted and notices sent to all media provided on June 25, 2013.

**Motion by Kukanich to accept the agenda to be taken in any order at the discretion of the chair, seconded by Bakka; motion carried.**

**Motion by Bakka, to approve the minutes of June 4, 2013 as distributed, seconded by Kukanich; motion carried.**

**Introductions** – None needed.

**2014 and 2015 Proposed Budgets/ Alternative Funding Resources** – Burzinski distributed copies of the 2014/2015 proposed budgets, sales tax/room tax comparison and sales tax percentage information. She and Rogacki updated the Committee on their meeting with the Finance Director regarding designating sales tax monies for Tourism. After considerable discussion, the Committee directed Burzinski to amend the County Promo line item for 2014 (7% increase from 103,000) and 2015 (7% increase from the 2014 total) and submit the revised information to the Finance Director.

**Musky Marathon** – Christianson showed the promotional cooler/bag and noted registrations are continuing.

**Vilas County Chamber** – Burzinski noted work continues on the Fall Resort Tour (October 10<sup>th</sup> in the Manitowish Waters area). The next meeting will be in August as there is no July meeting.

**2014 Vilas County Travel Guide** – The Committee provided ideas/suggestions to include/revise the format/content for the 2014 Guide including birding locations, horse trails, and including Hidden Gems on center map. Comments will be forwarded to P&B.

**Pilch & Barnet** – Reviewed P&B Monthly Report for May. Their Vacation Photo Fail contest runs through July 31<sup>st</sup>.

Burzinski noted the Vilas County's "On the Water" promotion began June 24<sup>th</sup> and a copy of the landing page was distributed.

**5-County Branding (The NorthwoodsofWisconsin.com)** – Burzinski attended the presentation of the 3<sup>rd</sup> year grant funding (\$15,000). The group will begin work on fall marketing in the Chicago/Milwaukee areas and photos and information to update the website are already being provided by area communities.



**Out of County Travel / Paid Bills Report / Department Reports** – Thorpe asked that these items be eliminated from future agendas.

**Correspondence/Communication** – Egan updated the Committee on continuing EDC projects including: GHT grant application to help the Conover/Phelps trail project; Manitowish Waters incubator opening in August; E-seed graduation; local business expansion; broadband survey/feasibility study; new business in Eagle River incubator; availability of revolving loan fund monies by mid-September.

Thorpe received a clipping from businessnews online.com regarding Vilas County's Tourism numbers for 2012 and passed it around.

**Next meeting** – The next regular Tourism & Publicity Committee meeting is scheduled for August 6, 2013 at 9am in Conference Room #2 of the Vilas County Courthouse.

There being no further items on the agenda, Thorpe adjourned the meeting at 10:32am

Respectfully submitted, Janet R. Christianson

*Minutes reflect the notations of the recorder and are subject to change by the Committee.*