



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  
Ken Anderson, Media

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 July 30, 2013.

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

**Motion by Rogacki, to approve the minutes of July 2, 2013 as distributed, seconded by Bakka; motion carried.**

**Introductions** – None needed.

**Education, Public Relations & Economic Development Committee Consolidation – Recommendation(s) to L&J Committee** – Review of draft proposal forwarded from Legislative & Judicial Committee. While the Committee felt the UW-Extension provided educational resources/information for many County committees, it did not fit with Tourism and Economic Development Committee. Discussion regarding the history of and between the three (3) committees. **Motion by Rogacki to refer the proposed consolidation back to the Legislative and Judicial Committee for further consideration; seconded by DeBruyne.** Rogacki expressed concern with the consolidation process not being discussed by the full board, feeling a piecemeal approach, without an overall picture, would create future problems. Other Committee members felt that L&J may interpret the lack of direction from the Committee at this time as endorsement for L&J to continue as proposed. **Motion denied unanimously.**

**Motion by Bakka to recommend to Legislative & Judicial the consolidation of the Tourism & Publicity Committee (not Public Relations) and the Economic Development Committee only, without the UW-Extension Committee; seconded by Kukanich.** During discussion it was noted that Tourism and Economic Development work to increase and expand Vilas County's economic base from different directions. **Motion carried 3-2 (Bakka, Kukanich & Thorpe – aye; Rogacki & DeBruyne - nay)** Rogacki reiterated that he wanted to see a whole package for open discussion by the full board.

**Motion by Bakka, seconded by DeBruyne, to also inform the Legislative & Judicial Committee that the Committee's recommended consolidation include the understanding that the Tourism & Publicity and Economic Development budgets remain separate.** The Committee felt very strongly that the budgets of the two need to be separate as they involve separate paths to an improved economic base for Vilas County. **Motion carried unanimously.**

**2014 and 2015 Proposed Budgets/ Alternative Funding Resources** – Thorpe noted an article in the recent WCA publication forecast increased sales tax revenues which provided support for the Committee's request to designate sales tax monies for Tourism.



**Musky Marathon** – Current registrations are lower than expected at this time in the Marathon. Discussion on ideas and options. Flyers will be included in the packets of upcoming area tournaments so will watch to see how registration progress.

**Vilas County Chamber** – Burzinski noted chambers have been busy (no meeting in July). The next meeting will be August 22<sup>nd</sup> at 1pm in Lac du Flambeau.

**2014 Vilas County Travel Guide** – Pilch noted about \$8,000 in early bird ad sales have been completed with ad sales continuing.

**Pilch & Barnet** – Vilas County's On the Water sweepstakes continues through August 31<sup>st</sup>. To date, approximately 350 entries have been received.

The Fall campaign is scheduled for just before Labor Day with both website and Facebook switching.

**5-County Branding (The NorthwoodsofWisconsin.com)** – Receiving less grant funding than anticipated, the marketing partnership (Vilas, Oneida, Forest, Lincoln and Langlade) had revised their original promotion schedule and removed the banner advertising from the Fox Valley. An update and planning meeting was scheduled for later this same day.

Pilch updated the Committee on the status of the trademark application. The application required a users description so the marketing partners would be working on that as well. Also as Vilas County would hold the trademark, some language needed to be developed regarding its use by the marketing partnership and any future partners. Pilch's goal was to have the partnership provide guidance in the preparation of both so they could come to this Committee in September for review prior to Corporation Counsel review.

**Joint Effort Marketing (JEM) Grant Application Resolution** – Review of resolution requesting permission to apply for a Joint Effort Marketing (JEM) Grant from the Wisconsin Department of Tourism for the development and promotion of a promotional piece for land and water trails in Vilas County. Burzinski noted the cooperative efforts to date of volunteers gathering map data, NHAL providing mapping data, and the Vilas County Mapping Department working on a base map. She also reviewed the grant process of receiving partial funding immediately with the remainder reimbursed at the end of the project. Once awarded, the grant may be reapplied for two more times with decreasing funded amounts (75% the first year, 50% the second year and 25% the third year). Burzinski indicated the grant request would be for the maximum \$39,550. **Motion by DeBruyne to support and forward the Joint Effort Marketing (JEM) Grant Application Resolution to the County Board; seconded by Rogacki. Motion carried unanimously.** Caught in the time constraints of the recent resolution procedures, Burzinski appreciated the Committee review of the resolution on short notice.

**Correspondence/Communication** – Thorpe read a letter of appreciation from travelers for services provided by Sheriff's deputies. Committee suggested letter be forwarded to Jana (Human Services) for newsletter.

Burzinski noted she had attended the Wisconsin Department of Tourism's fall ad promo in Green Bay. The new promo, featuring Packer Jordy Nelson, with a play on the Wizard of Oz, is available on YouTube.



Egan updated the Committee on continuing EDC projects including: Approximately 120 people attended the Manitowish Waters incubator opening; MW incubator has two tenants; the EDC is moving forward on a manufacturing incubator in Eagle River; the ER incubator has expanded to 6 tenants; the final stages of approval for revolving loan fund monies (gap funding for businesses); continuing with the broadband/survey/feasibility study in cooperation with the Tribe; and continued work on 'tinker space' (an area for individuals to come and try their ideas). Thorpe requested Economic Development Corporation be added to the September agenda.

**Next meeting** – The next regular Tourism & Publicity Committee meeting is scheduled for September 3, 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 11:07am

Respectfully submitted, Janet R. Christianson

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