

Members Present: Linda L Thorpe, Emil Bakka, James Behling, Charles Rayala, Erv Teichmiller

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

Others Present: Cathy Logan-Weber, Vilas County Chamber  
Lyn Pilch, Pilch & Barnet, Inc.  
Al Hanley, Assured Associates  
Fritz Laeser, Edgewater Inn

Media Present: Eric Johnson, Lakeland Times

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 December 29, 2009.

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

**Motion by Rayala, seconded by Bakka to approve the minutes of December 1, 2009 as distributed;** referencing the minutes, Thorpe asked Hanley if the 2009 Visitor Guides had been distributed as indicated. Hanley noted that a little over half had been distributed and the remainder should be distributed shortly. **Motion carried.**

**Introductions/Announcements** – All present introduced themselves

**2010 Vilas County Visitor Guide** – Copies of the 2010 Guide were distributed. Burzinski indicated that all 35,072 copies had been received and were stored in the pod. She noted with appreciation the assistance of the Courthouse Maintenance Department and help from Assured's drivers in unloading the Guides. Distribution of the Guide to the Chambers would begin immediately. Hanley indicated the Guide had been completed as discussed with the addition of a cover coating provided by the printer. When asked, Hanley indicated no further concerns/comments regarding the 2010 Visitor Guide.

**Musky Marathon** – With the conclusion of the Marathon, the top 3 places in each category were reviewed. It was noted that in past years to avoid conflict with the April organizational meeting, the awards ceremony was held in March. The Committee agreed and directed department personnel to proceed with the awards presentation at the March County Board meeting.

The Committee also conducted the drawings for the various drawing prizes with the following results:

Steve Doyen Half Day with a Guide – Ryan Parker	
Elmer Jensen Half Day with a Guide – Bryce Rossmiller	
Rick McClellan Half Day with a Guide – Jim Piraino	
Musky Hunter Magazine (1-yr subscription) – Tory Snick	Ben Lund
	Amy Krelle
Mills Fleet Farm (\$50 gift certificate) - Ken Jacobsohn	Christopher Bills
	Landon Lax
Nancy Lessner	Elmer Jensen

Al Soczka, Tall Pines Motel & Gallery - (Musky books)	Rondo Avery Andrew Richards Maren Skovera	Patricia Lamer Jonathan Miller Jacob Rogler
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With the drawing completed, the final report will be prepared for the February Committee meeting. It was noted the report will contain language indicating the Marathon includes only those muskies registered in the Marathon and does not represent all the muskies caught in Vilas County in 2009.

**Vilas County Chamber** – Logan-Weber noted the Chamber was currently working on several projects including the Vilas/Oneida County Map, the 3<sup>rd</sup> year of the Artists Interactive JEM Grant and looking into upgrading the INNLine Kiosk System. The Chamber is also working closely with Pilch & Barnet on placing TV advertising in the Fox Valley area. The Chamber’s Annual Dinner is tentatively planned for February 23<sup>rd</sup> at the Whitetail in St. Germain. When finalized, invitations will be sent to Committee members.

The Chamber continues to meet each month (next meeting is January 14<sup>th</sup> at Boulder Junction).

**Pilch & Barnet** – Pilch indicated the winter ads were running and working with the Chamber had been able to place the TV ad in the Fox Valley area (network television on WFRV). She noted the Agency is working on a spring mailer piece. A copy of the Midwest Living insert was reviewed.

The Committee also reviewed the proposed restyled website. Comments included praise for the rotating photos and the format used with the Marathon photos. Other ideas included a photo contest and links to Chamber web cams. Pilch will be looking into all recommendations and meeting with Burzinski and Christianson regarding narrative and photo editing for the website.

As stated earlier the Agency is planning the next year of Artists Interactive and working with the artists.

As an outgrowth of the fisheries concerns meetings, Pilch indicated the Agency was working on some ideas for fishing promotion and would work with Department personnel as ideas develop.

Pilch also noted the Agency was in the process of gathering information from the Chambers and businesses for the Original Gangster’s Paradise JEM Grant evaluation due by mid-January. Information gathered would help in the determination of applying for a 2<sup>nd</sup> year (grant application due April 1<sup>st</sup>).

Copies of the November monthly report were distributed. At this time, Hanley announced to the Committee that he would be preparing a letter to the full County Board regarding what he believed to be ‘false’ information provided to him during the review of the 2010 Visitor Guide. He stated he did not believe Burzinski and Christianson when they told him that Pilch & Barnet did not suggest any changes to the 2010 Visitor Guide. Christianson and Burzinski reiterated to Hanley the requested changes, including page borders, page order, etc. had been initiated from their office and comments provided by Pilch & Barnet had mirrored their concerns. As Hanley continued to press the issue, Teichmiller questioned Hanley as to what seemed to be the root of the problem and Hanley conceded that he had a problem with Pilch & Barnet’s involvement with (review of) the Visitor Guide. Thorpe reminded Hanley the Committee had requested Burzinski forward the Guide to Pilch & Barnet for review; however, Hanley remained upset as he left the meeting. The Committee expressed concern that as the Visitor Guide had

been on the agenda during the last several meetings, Hanley had not chosen to talk with the Committee regarding the situation sooner.

**Review/Modify Standing Rules for Tourism & Publicity** - The Committee reviewed the Standing Rules as listed in the Official Directory. **Motion by Rayala, seconded by Behling to accept the rules as presented and to forward them to the Legislative & Judicial Committee.** During discussion, Teichmiller questioned if the Committee would be contacted should the Legislative & Judicial Committee propose a change to the Standing Rules? If such a situation arose, Behling felt the L&P Committee would contact the Committee Chair. He did not foresee such a situation unless the corporation counsel felt some language in the standing rules needed to be clarified. **Motion carried.**

**Tourism Appointee to the Vilas County Economic Development Board** – Behling noted the Board would hold their first meeting later this same day and indicated the By-laws provided for one seat for a tourism representative. Burzinski noted the Chamber had discussed the appointee position and one chamber had expressed interest; however, that chamber board had additional questions regarding the Economic Board before making a decision. After discussion regarding the Board and possible appointee's (including Burzinski with her tourism experience), Behling noted that while the nomination was not urgent, it was important to take time to consider all options. Burzinski noted the Chamber would be discussing the appointee position at their next meeting. Thorpe indicated this item would also be included on the Committee's February agenda.

**2010 Governor's Conference on Tourism** – Thorpe requested verification of Committee members attending the Conference (March 14-16, 2010) to ensure room availability. Thorpe and Burzinski verified they would be attending. Bakka, Behling, Rayala, and Teichmiller indicated they would be unable to attend. Burzinski will cancel extra rooms.

**2010 Postage/UPS Service** – As the Postage Line Item had been decreased for the 2010 budget, and as certain changes have just arisen (Assured will no longer be delivering Visitor Guides to the area Chamber offices and Public Property will be reviewing the UPS service for the Courthouse), Burzinski and Christianson would be looking into options available for distributing Guides and printed materials to stay within budget. They will keep the Committee updated.

**Out of County Travel** – As Thorpe and Burzinski attend regularly scheduled ITBEC meetings, Thorpe requested blanket permission for her and Burzinski to attend ITBEC meetings throughout 2010. Currently, the meetings are every other month and rotate between Antigo and a member location. **Motion by Teichmiller, seconded by Rayala to approve Thorpe and Burzinski attending North Central ITBEC meetings during 2010; motion carried.**

**Department Reports** – Burzinski distributed copies of the December monthly report and noted Internet visits to the website continue to increase which shows the interest in the website, the continual need to have current information on the site and supports the need for an update the website.

Burzinski also indicated she was able to purchase some great area photographs from a local photographer which will be for the exclusive, unlimited use of Vilas County. The photographer is also aware as to the type of photographs Vilas County is interested and will keep an eye out for great photos for the County.

**Budget/Approval of Bills** – Burzinski indicated Department controlled items remain on track with a few remaining 2009 bills. **Motion by Rayala, seconded by Bakka to approve the bills as presented – Cindy L. Burzinski - \$127.04; Janet Christianson - \$18.14; Lambeau Telecom Co. - \$23.63; Pilch & Barnet - \$36,072.65; Postmaster - \$2,580.00; Ocean Spray Cran.,Inc. - \$293.00; Photography by Shelly - \$975.00; Assured Publishing - \$2,712.00; Clermont - \$13.95; Florida Micro - \$124.62; Quill - \$242.93; motion carried**

**Correspondence** – None.

**Next meeting** – Next regular Tourism & Publicity Committee meeting is scheduled for February 2, 2010 at 9am in Conference Room #2.

**Motion by Rayala, seconded by Bakka to adjourn at 10:46am; motion carried.**

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

Respectfully submitted, Janet Christianson