

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.
Fritz Laeser, Edgewater Inn
Fred Brogle, Have Rod...Will Travel Fishing Guide Service

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 January 26, 2010.

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 Bakka, seconded by Teichmiller to approve the minutes of January 5, 2010 as distributed; motion carried.

Introductions/Announcements – All present introduced themselves

2010 Vilas County Visitor Guide – Correspondence from Assured requested they be scheduled for the March meeting to give a final wrap-up of the 2010 Guide and turn in the final dollars report.

Musky Marathon – Copies of the final report were presented for review. **Motion by Behling, seconded by Rayala to accept the report as presented; motion carried.** Invitations for the March awards ceremony should be distributed in the next 2-3 weeks.

Copies of the registration form were distributed for review, noting the only suggested change was the inclusion of space for an email address. Burzinski noted this was suggested as a means of contacting anglers with fishing updates. The Committee agreed. No other changes were noted.

To increase numbers, Brogle wondered about possibly registering released fish that are under the legal length for a particular lake. As the Marathon has historically registered only legal muskies, Christianson noted past Committee interpretation for registering fish had been the fish must be legal for the body of water being fished. Teichmiller wondered if some clarification should be made in the rules. Christianson will review for the March meeting.

During in-house discussion of ways to promote the Marathon, one suggestion noted was to have a promotional pen to distribute at the upcoming fishing show and also included in the welcome bags or at the registration table of scheduled fall musky tournaments. After reviewing samples and discussing cost, **motion by Rayala, seconded by Bakka to authorize ordering a total of 3,000 of the ‘wizard’ style pen in both yellow and green at a cost of \$.43/pen, with the understanding there were no set up charges; motion carried.**

Vilas County Chamber – Logan-Weber noted the Chamber is continuing work on several projects including: the 3rd year of the Artists Interactive JEM Grant (artists are being contacted); Television advertising had been placed in the Fox Valley area; and Three (3) proposals were reviewed regarding production of the next Vilas County map. Representatives of the community perceptions survey had attended the last chamber meeting to discuss increasing youth activity opportunities in the area. Sarah Hughes, environmental health inspector from Public Health had discussed restaurant and accommodation licensing requirements. The next Vilas County Chamber meeting will be February 11th in Minocqua.

Pilch & Barnet – Pilch updated the Committee on continuing projects: a) the website is nearing completion and the Facebook page is ready. Burzinski and Christianson will be teleconferencing with Pilch & Barnet staff regarding the Facebook page (a copy of the Facebook notification email [red squirrel] was passed around for review); b) the television ads are up and running within budget and c) the direct mail piece had been distributed (a copy of the piece [duck and dog designs] were reviewed by the Committee).

She also indicated developing new projects including a) a travel itinerary to be included on the website as an example of the varied activities available in the County; b) developing guides/fishing packages (an outgrowth of the fisheries concerns discussions of past meetings) in cooperation with the chambers to include on the chamber's website, on www.vilas.org and on www.northwoods-fishing.com; c) continued discussions on a combined campaign effort with Oneida County; and d) continued discussions on a regional branding effort for Oneida, Vilas, Forest, Lincoln and Langlade Counties (outgrowth of Grow North group discussion). Joint Effort Marketing (JEM) grant funding may be available for this branding effort and should an application be made, Oneida County has agreed to be the grant applicant.

When asked about focusing on the guide/fishing packages, Pilch indicated that as we are headed into the spring season, it was a good starting point and expressed her hope that it would expand (ie. other seasonal guide services, other recreational packages, etc.).

Copies of TREK the Northwoods Trails (4th edition) were distributed. Pilch indicated this was a great example of a JEM grant project that is now self-sustaining.

Copies of Pilch & Barnet's December monthly report were distributed

Original Gangster's Paradise JEM Grant – Pilch indicated the evaluation surveys are being collected and reviewed to determine if application should be made for 2nd year JEM grant funding (application deadline is April 1).

Appointee to the Vilas County Economic Development Board – It was clarified that the Vilas County Chamber would need to make the appointment as the ED Board by-laws allocated that organization up to two seats. Noting her background and good working relationship with the Chamber, **motion by Bakka, seconded by Teichmiller to recommend Burzinski to the Vilas County Chamber as an appointee to the Vilas County Economic Development Board.** Behling wondered if there may be a conflict of interest for Burzinski as a county employee so Thorpe invited Milanowski, Corporation Counsel to the discussion to provide the Committee with some guidance. During discussion, Milanowski noted that while the Vilas County Economic Development Board is separate from the County; there may be a perception of conflict with a county employee as a voting member. While affirming support of Burzinski's work ethic, Milanowski indicated it was probably not a good idea to put her in such a position. Based on the discussion, Teichmiller withdrew his second and Bakka withdrew the motion.

Behling encouraged Logan-Weber to review this opportunity with the Vilas County Chamber and canvas their various memberships for a(n) individual(s) which could represent the Chamber on the Economic Development Board. He indicated the Board had important work to do and that, along with the diverse representation already on the Board, the Chamber has a lot to offer.

2010 Postage/UPS Service – Burzinski indicated she had received information from the Clerk's office that the Courthouse would be keeping UPS pickup and there would be no charges to the individual departments. To eliminate duplication of package labeling and as the Tourism department prepares a large number of boxes throughout the year, the Clerk's office has authorized Christianson to label and schedule the Tourism UPS packages. Burzinski described it as a win-win situation for both offices.

Out of County Travel – None.

Department Reports – Due to the early meeting time, the January report is not available.

Burzinski indicated that five (5) cases of Visitor Guides, about one (1) case of TREK the Northwoods Trails brochures and 100 Camping Directories had been distributed at the Green Bay Sport Show which was more than distributed at last year's show. Information from the organizers showed that just under 13,000 attended the show, up 1,300 from last year. Also important to note was that Thursday's attendance had doubled from the previous year (Thursday admission was by donation to the local food pantry). She again expressed thanks to the Committee for her attending the show. As the booth is a coop of eight (8) counties, she indicated they were considering providing bags for the information picked up by visitors.

Burzinski will also be taking Guides and brochures to the Madison Fishing Show (February) and to Canoeecopia (March in Madison).

Budget/Approval of Bills – Burzinski distributed the final 2009 budget noting all items remained on track with no overages. She also distributed a copy of the 2010 budget noting budget figures for 2010 are not yet available from the County Clerk's office. **Motion by Rayala, seconded by Bakka to approve the budgets and the bills as presented –**

For 2009 – Pilch & Barnet - \$359.00; Northern Water Angling & Archery - \$75.00;

For 2010 - Cindy L. Burzinski - \$328.85; Janet Christianson - \$23.75; Vilas County Chamber - \$40.00; Hilton Garden Inn - \$79.95; Wisconsin Governor's Conference on Tourism - \$185.00; Clermont Office Supply - \$24.87; Lambeau Telecom Co. - \$28.57; Alliant Energy Center - \$79.00; Alliant Energy Center - \$79.00; motion carried

Correspondence – A thank-you note from Stephanie McClellan was passed around.

Next meeting – Next regular Tourism & Publicity Committee meeting is scheduled for March 2, 2010 at 9am in Conference Room #2. Behling indicated he would be absent (out of town).

Motion by Rayala, seconded by Bakka to adjourn at 10:30am; motion carried.

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

Respectfully submitted, Janet Christianson