

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

Members Excused: Linda Thorpe

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

Others Present: Cathy Logan-Weber, Vilas County Chamber
Fritz Laeser, Edgewater Inn
Al Hanley, Assured Associates

Rayala called the regular meeting to order at 9:00am in Conference Room #1 of the Vilas County Courthouse. The meeting was properly posted and notices sent to all media provided on March 29, 2010.

Motion by Bakka, seconded by Behling 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 March 2, 2010 with the spelling correction to Bakka and Rayala names as noted; motion carried.

Introductions/Announcements – None.

2011 Vilas County Visitor Guide – Committee members reviewed the proposal submitted by Assured Associates for the 2011 Vilas County Visitor Guide. When asked about the timeframe for ad sales, both Hanley and Burzinski noted that ad sales generally begin in mid-July. When asked if the office had received other inquiries regarding the Guide, Burzinski noted receiving two inquiries (from Nei-Turner and Sartori) regarding the Guide. While Hanley noted the proposal submitted by Assured was basically the same as the previous year, as there was interest expressed by other agencies, both Bakka and Teichmiller felt it may be time to check out other agencies to see what options may be available. Noting that Assured Associates would be included in any Request for Proposal mailing, **motion by Teichmiller, to have Burzinski develop a Request For Information (RFP) for the production (including ad sales, design, printing and delivery) of the 2011 Vilas County Visitor Guide for Committee review at the May meeting, seconded by Bakka.** During discussion Behling wanted to make sure that the RFP contained information not only related to cost, booklet specifications, etc. but also language related to copywrite issues, work relationships with other agencies, clarification of working relationship(s), etc. Burzinski indicated she would work on language to have that information included. During discussion it was noted that a resolution may be necessary and Bakka and Teichmiller, as second and motion agreed to amend their motion to include **'and also have Burzinski draft any necessary resolution related to the RFP process for Committee Review at the May meeting. Motion, as amended, carried.**

Hanley also noted there were approximately 1,000 copies of the 2009 Vilas County Visitor Guide remaining to be distributed (at distribution racks located along the Hwy 29 corridor and from the Fox Valley to the Illinois border).

Musky Marathon – Preparation continues for the 2011 season. Letters have been sent to sponsors and registration stations. Posters and mailings should be distributed in early May before the May 15th boundary waters opening.

Vilas County Chamber – Logan-Weber noted the 3rd year of the Artists Interactive JEM Grant promotion for May/June is in full swing and the website www.artistsinteractive.org has been updated.

The Chamber has also selected Northwood Map Publishers of Boulder Junction to produce the next Vilas/Oneida County map. A handout describing the company along with advantages of placing an ad on the map (including having an interactive version of the map on both Oneida & Vilas County tourism websites) has been distributed to Chambers. A tentative September delivery is anticipated.

Nominations have been made for new Chamber officers with the election at the April 8th meeting (scheduled for Manitowish Waters Community Center at 1pm).

The Manitowish Waters and Boulder Junction branches of Citizen's Bank, along with the Vilas County Chamber and Vilas County Sheriff's Department will be presenting their annual 'Business Securities Seminar' on May 6th at Citizens Bank in Manitowish Water starting at 9am. This Seminar provides updated information for local businesses on security issues and ways to protect themselves from scams, check fraud, theft, etc. in the course of their business endeavors.

In response to a question regarding the structure and budget of the Vilas County Chamber, Burzinski reviewed the 'umbrella organization' concept of the Chamber, the cooperative efforts between the individual chambers, the County Chamber and the Tourism & Publicity Committee to provide information exchange, maximize limited resources and ensure complementary, not duplicate, efforts. Teichmiller suggested it would be nice to have a newspaper piece on the Vilas County Chamber and the cooperative interaction with the area's tourism agencies to promote the area.

Pilch & Barnet – Burzinski distributed a copy of the enewsletter blast that was being distributed to announce the launching of the updated tourism website www.vilas.org.

Burzinski noted the Joint Effort Marketing (JEM) Grant application for the branding project for the Grow North group (Vilas, Oneida, Langlade, Florence and Lincoln Counties) had been completed with Oneida County Tourism Council acting as the grant applicant. As an initial step in the branding effort, research and data will need to be gathered from each of the areas and an important link will be the input from the individual chambers. As such, each chamber was asked to write a letter of support for the project. She also distributed a letter that was included from Vilas County Tourism & Publicity showing support for the project. Burzinski anticipated hearing by early May if the grant was awarded. **Motion by Teichmiller, seconded by Behling to support the Joint Effort Marketing (JEM) grant application and if funding is awarded, the Tourism and Publicity Committee and Department will participate in the various aspects of the project toward the goal of developing a brand identification for the Grow North group; motion carried.**

Original Gangster's Paradise JEM Grant – Burzinski indicated that due to the positive comments and continued interest in the era of the 20's and 30's, an application had also been submitted for 2nd Year JEM grant funding for Original Gangster's Paradise with some ad revisions and focus changes made during the 2nd year. We should be hearing in early May if the grant was awarded. **Motion by Bakka, seconded by Behling to direct Burzinski to prepare a resolution to accept the 2nd Year Original Gangster's Paradise JEM grant should it be awarded; motion carried.**

Out of County Travel – Burzinski requested permission to attend an ITBEC Marketing Committee meeting in Antigo on April 21. **Motion by Teichmiller, seconded by Bakka to authorize Burzinski's attendance at said meeting; motion carried.**

Department Reports – Burzinski indicated she had received the attendance information for the various sport shows: Camping Show (Green Bay) – 13,000; Fishing Expo (Madison) – 20,000; and Canoecopia (Madison) – 24,000. When asked this compared to last year's attendance, Burzinski noted that the Camping Show indicated they were above last year's numbers and Canoecopia was excited about their numbers; there was no comparison information from the Fishing Show.

She noted that the Governor's Conference keynote speakers and breakout sessions (in Q&A format) had been very interesting. She did note that breakout sessions dealing with technology based topics were challenging with both novice and experienced users attending the same session. She indicated there would be some challenging times ahead as the state's tourism budget had again been cut. The Committee noted this underscores the importance of the continued local cooperative efforts.

The February and March monthly reports were distributed and the Internet numbers, along with the inquiries, were very encouraging. There were no monthly reports from Pilch & Barnet.

Referencing the inquiry numbers from the monthly report, there was some general discussion regarding the feeling on how the upcoming summer season may be shaping up, the changing make-up of the traveling public (baby boomers, younger generation, maintaining/starting traditions, etc.), and the need for the continuing local cooperative tourism efforts.

Budget/Approval of Bills – Burzinski distributed a copy of the budget to date and indicated that all items remain on track. **Motion by Teichmiller, seconded by Bakka to receive the budget and place it on file; motion carried.**

Motion by Behling, seconded by Teichmiller to approve the bills as presented – Cindy L. Burzinski - \$636.48; Janet Christianson - \$23.75; Clarion Suites - \$93.00; Hilton Milwaukee City Center - \$381.00; Vilas County Chamber of Commerce - \$214.29; Clermont Office Supply - \$174.89; Lambeau Telecom Co. - \$25.49; Florida Micro - \$269.43; motion carried.

Correspondence – Rayala noted he had an opportunity to view the recently completed Discover Wisconsin piece on Manitowish Waters and was very impressed with the completed show.

Next meeting – Next regular Tourism & Publicity Committee meeting is scheduled for May 4, 2010 at 9am in Conference Room #2.

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

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

Respectfully submitted, Janet Christianson