

Members Present: Linda Thorpe, Emil Bakka, James Behling, Ron DeBruyne, Leon Kukanich

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

Others Present: Fritz Laeser, Edgewater Inn & Cottages

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 May 25, 2010.

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

Motion by Kukanich, seconded by Behling to approve the minutes of May 4, 2010 as distributed; motion carried.

Introductions/Announcements – All present introduced themselves.

Press Release RE: Smoke Free Courthouse & Courthouse Properties – Regarding the press release for the Courthouse grounds, Burzinski asked the Committee if they preferred the press released be combined with the Health Department's upcoming release and the Committee determined there should be a separate release regarding the smoke-free grounds. Burzinski presented a draft release which was more specific. During discussion the question was raised regarding the buildings at the fairgrounds. Copies of the Public Health Department draft press release, the County resolution regarding smoke free facilities and the County Ordinance regarding smoke free facilities was passed around for review. At this time further discussion was delayed as the RFP presenters were scheduled.

Presentations by and hiring of firm for 2011 Vilas County Travel Guide –

Nei-Turner: Barb Krause, Publisher of Nei-Turner, of Williams Bay, Wisconsin, presented an overview of her agency along with several examples of publications they have recently produced. Sales and design staff work with advertisers to ensure a quality product, while an assigned project manager coordinates the project with the client to ensure editorial and photographic accuracy. With a complete staff of editors, photographers, as well as sales and account staff, she noted her agency is well able to handle custom publishing projects. She also presented several digital innovations including 1) 'flippable' on-line visitor guide, with links to advertisers, which also provided statistical information regarding the on-line feature, and 2) tagged ads, which presented options for mobile phone applications. When asked, she noted that while her agency has a staff member ready to travel to conduct sales, they have, on some projects, used local sales people when available.

Pilch & Barnet: Lyn Pilch, Co-owner of Pilch & Barnet, of Madison, Wisconsin, briefly reviewed her agency's tourism focus along with their expertise in the travel industry for 'making people move'. She envisioned the Travel Guide as a publication that is easy to use with readily accessible information while presenting a coordinated design and editorial cohesion with other advertising, the website and provide for the expansion of the message. As she reviewed several examples of Guides produced, Pilch noted her agency had no problem working within different funding frameworks such as agency directed sales, in-house (Chamber) directed sales, in-house (Chamber) membership funded projects or coupon-based publications. As the printing is bid out, her agency utilizes their contacts to ensure the best quality and

price with reputable printers. Additionally, as a local sales individual is an invaluable asset, Pilch noted that should they receive the opportunity to do the 2011 Vilas County Visitor Guide, they were prepared to work with Stephanie McClellan, a local individual with experience in tourism, great contacts with the local chambers and with the enthusiasm and integrity needed during these economically tight times. Further, Pilch & Barnet has recently become an internship location for Nicolet College photography students. While providing students with valuable work experience, this will increase the photographic library available to their clients, including the Vilas County Visitor Guide. When asked about the ownership of the photos, Pilch assured the Committee that photos taken for Vilas County would remain Vilas County property.

After completion of the presentations, the Committee noted both agencies were very impressive and had much to offer. Some concerns raised were the ability to sell ads among multiple clients and the use of in-house vs. local sales personnel. After discussion, **motion by DeBruyne, seconded by Bakka to offer Pilch & Barnet the opportunity to produce the 2011 Vilas County Visitor Guide; motion carried.**

Musky Marathon – To date, no registrations received.

Vilas County Chamber – Burzinski reported that planning continues for the Fall Resort Tour scheduled for October in Phelps.

Representatives from Public Health briefly reviewed new licensing requirements for food vendors, including non-profit fundraisers. The Chamber is considering sponsoring a workshop regarding the new requirements and was grateful for Public Health's cooperation regarding information and availability.

The next meeting is scheduled for June 17th at 1pm in St. Germain.

Pilch & Barnet – Artists Interactive is in full swing with television ads. Pilch also delivered the business cards for the artists to use. As the final year of this campaign is scheduled to run through June 30th, the wrap-up and evaluation would start around the end of July as the final report was due by mid-August.

Pilch noted that in 2009, the fall television ad had developed and geared toward promoting the JEM grant project, Original Gangster's Paradise (OGP). As such, there was no general fall television ad. It was up to the Committee to decide if they wanted to use that '09 fall ad (an OGP campaign would need to be developed with existing budget dollars as there were no 2nd year grant funds) or create a new fall ad. Pilch indicated that working with Discover Wisconsin and their film library, a new fall ad could be created using approximately \$2,500 of the funds currently allocated to placement. **Motion by Behling, seconded by DeBruyne to authorize Pilch & Barnet to work with Discover Wisconsin to create a new fall ad within the limits of the budget/media plan previously approved; motion carried.**

Pilch noted they were working with Milwaukee Journal Sentinel on a feature story on Vilas County.

As follow up to the regional branding grant application (for Forest, Langlade, Lincoln, Oneida & Vilas Counties) which was not approved earlier this spring, Pilch noted the WCVBA was sponsoring a grant writing workshop, which along with the facilitation expertise of UW-Extension, should provide additional information regarding this new grant category. Only two of the five applications submitted were approved. As a member of WCVBA, Oneida County, which had been the grant applicant for the group, has invited Pilch & Barnet to the workshop. Pilch noted she would be attending with the goal of

improving the grant application for resubmission by the September 1st deadline (with an anticipated 2011 launch).

Press Release RE: Smoke Free Courthouse & Courthouse Properties (continued) – After a brief recap of the previous discussion, including the status of fairground buildings, Bakka questioned the problem of enforcement. Thorpe felt the topic really needed to be referred back to Public Property for clarification; however, the smoke free press released regarding the Courthouse proper and grounds needed to be sent. As it was determined the County Clerk should be the contact, Burzinski indicated she would prepare the release and forward to both DeBruyne and County Clerk Alleman for review and approval before distribution.

Out of County Travel – As previous travel for North Central ITBEC meetings and business in Oneida County have been given, Burzinski updated the Committee as to attendance at a NC ITBEC meeting in Antigo and the Oneida County Resort Tour in Three Lakes on June 3rd.

2009 Tourism & Publicity Annual Report – Referencing the Economic Impact Fact Sheet, DeBruyne expressed disappointment in the decreases noted from 2008. Both Burzinski and Pilch indicated that while this was generally the trend throughout the State, Vilas County actually fared better than other areas. An increase from 2008 in the fall numbers was seen as an effect of the OGP grant promotion. There was some general discussion about the loss of local businesses. However, there was also positive input regarding some increase in bookings over last year during the same time period as businesses find their niche markets. **Motion by Bakka, seconded by Kukanich to accept the 2009 Tourism & Publicity Annual Report as presented and approve it for distribution at the next full County Board meeting; motion carried.**

Department Reports – Meeting too early for the May department report; however, the April monthly report from Pilch & Barnet was distributed. The website visits continue to increase since the launch of the new website and the Twitter followers and Facebook friends continue to rise. Pilch also noted that the summer/fall media kits had been distributed and a copy was available for Committee review.

Budget/Approval of Bills – Burzinski wanted the Committee to be aware of a change by the auditors to the 2010 budget. In late 2009, the Department received a reimbursement of \$24,200 for expenses incurred during the Original Gangster's Paradise JEM Grant project. Per the County's accounting procedure, those funds were received as revenue, then journal entried back to the County Promo line item in the 2009 Tourism & Publicity budget. However, the auditors determined that procedure was incorrect and in adjusting the accounting, decreased the Department's 2010 budget by \$24,200 which will put the Department 'in the hole' for 2010. While Burzinski noted the Clerk's office and the auditors were aware of this situation and that the Clerk would be explaining the situation to the Finance Committee, this Committee wondered how the audit of 2009 could remove funds from 2010 approved budgets and had several other questions, so Alleman was called to the meeting for further explanation.

Alleman indicated the recent accounting requirements when dealing with State grants, differing fiscal years, etc. has caused a change how the County will be tracking grant funds. This situation affects other departments as well and he will be discussing this with the Finance Committee. When asked where the funds were, Alleman noted that as the time had passed to consider these funds as carryover, they had lapsed to the General Fund. He further noted there are several options the Finance Committee will need to review, including (but not limited to) letting the Departments go 'in the hole' or resolutions to the full

County Board to reinstate the funds to the budgets. The Committee verified Burzinski would also attend the Finance Committee meeting regarding this discussion.

Motion by Bakka, seconded by Kukanich to approve the Pilch & Barnet Department Report as submitted and to approve the budget and bills as presented – Cindy L. Burzinski - \$400.62; Janet Christianson - \$21.05; Corner of the Woods Computers - \$56.95; Clermont Office Supply - \$139.94; Lambeau Telecom Co. - \$25.42; motion carried.

Correspondence – None.

Next meeting – Next regular Tourism & Publicity Committee meeting is scheduled for July 6, 2010 at 9am in Conference Room #2.

Motion by Kukanich, seconded by Bakka to adjourn at 11:24am; motion carried.

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

Respectfully submitted, Janet Christianson