



Members Present: Linda Thorpe, Emil Bakka, Ron DeBruyne, Leon Kukanich, Ralph Sitzberger

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

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 June 26, 2012.

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

Motion by Sitzberger, seconded by Bakka to approve the minutes of June 5, 2012 as distributed; motion carried. Thorpe noted a county-wide change for future minutes regarding motion on payment of bills: only note motion made, seconded and carried to pay the bills (individual bills will no longer be listed).

Introductions – none.

Musky Marathon – Registrations through the 7th week remain consistent with those during the same time last year.

Vilas County Chamber. Bakka attended the June 14th meeting and noted the chambers reported being very busy. Burzinski indicated the chambers were working on an ad for Fun in Wisconsin, an online magazine. In recent visits to businesses around the area, Sitzberger noted the general need for a more positive attitude – about business, about the community, etc. to improve customer service as one step toward improving business. While chambers try to provide customer service guidance through workshops, brochures, etc., it was noted that not all chamber members take advantage of the information and that generally those businesses incorporating positive customer service techniques showed improved business. Bakka noted a recent experience with an individual (at a campground) who was always ready to help, went to talk with people as they drove in and generally was available to the ‘customer’ - both new and repeat visitors remarked on her customer service.

Pilch & Barnet – Burzinski noted that all ads remain on schedule and the Escape to Vilas County promotion was added to the Facebook page in mid-June.

Burzinski is working with Pilch & Barnet for an appearance on Milwaukee WTMJ-TV’s the Morning Blend program on July 13th. As this is part of our target market area and for the cost (\$615) it will be a great opportunity to promote the area and the Escape to Vilas County promotion.

Five County Branding Grant – Burzinski noted receiving positive responses from the chambers regarding itineraries for each season for each avatar along with 1-2 ‘must see/do’ places/items in their area. These items will provide more detail for the visitor, complement the general County itinerary and provide additional exposure for local businesses.



2013 Vilas County Travel Guide – Burzinski indicated the contract for the 2013 Vilas County Visitor Guide had been signed by both parties so sales would be starting shortly. Diane Hapka would again be the sales representative so advertisers would see a familiar face during the ad sales period

Tourism Shows and Expos – Burzinski attended a Governor’s Council on Tourism media announcement on June 25th regarding the filming of the Wisconsin Department of Tourism’s summer commercial on Plum Lake. Scheduled to premier at the Governor’s Tourism Conference next March, the commercial showcases our Northwoods area.

Out of County Travel – No motion needed regarding Burzinski’s travel to Milwaukee for an appearance on “The Morning Blend” as the Committee previously approved any out of country travel as needed in the performance of her duties as Tourism Director.

Department Reports – Burzinski distributed the June monthly report and indicated the website visits and inquiries were both up over the same time period last year

Budget/Approval of Bills – Burzinski distributed the monthly budget report and noted that while most line items remain on track, department personnel were keeping a close eye on the Postage line item. **Motion by Sitzberger, seconded by Bakka, to approve the budget and bills as presented; motion carried.**

Correspondence/Communication – Christianson briefly noted that the Vilas County Campground Directory was being reviewed for possible reformatting.

Referencing the discussion at the June meeting regarding the trademarking/licensing of ‘The Northwoods of Wisconsin’, Sitzberger felt it important that Vilas County hold the trademark/license for the ‘northwoods’ so it is not lost to another area. When reminded the process may require fees not currently in the Tourism budget, Sitzberger felt the cost necessary for the long-term to keep the ‘northwoods’ here. It was the concensus of the Committee that this be placed on the August agenda to give Burzinski time to seek additional information from Pilch & Barnet and Corporation Counsel about the possibility of Vilas County applying for the trademark/license and developing an agreement(s) with the other counties regarding its use.

Bakka noted the Economic Development Corporation’s business incubator’s open house would be August 4th from 11am-1pm.

Next meeting – The next regular Tourism & Publicity Committee meeting is scheduled for August 7, 2012 at 9am in Conference Room #2.

With no further items on the agenda, Chairperson Thorpe adjourned the meeting at 10:30am.

Respectfully submitted, Janet R. Christianson

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