



Vilas County Tourism &
Publicity Committee Meeting
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October 2, 2012

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

Others Present: Fritz Laeser, Edgewater Inn & Cottages
Lyn Pilch, Pilch & Barnet
Janna Kahl, Vilas County Human Resources

Thorpe called the regular meeting to order at 9:00am in Conference Room #2, Vilas County Courthouse. The meeting was properly posted and notices sent to all media provided on September 25, 2012.

Motion by Kukanich, seconded by Bakka 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 September 4, 2012 as distributed; motion carried.

Introductions – None.

Musky Marathon – Registrations continue slowly.

Vilas County Chamber. Burzinski indicated registration continues for the Accommodation Tour on October 9th in the Land O'Lakes area. The topic is Success with Social Media with scheduled speaker Stefan Anderson Head of the Conserve School. (DeBruyne arrived)

Burzinski reported the Chamber's strategic planning session held in September had been very informative for both the chambers and Tourism & Publicity in continuing complimentary media schedules.

Out of County Travel – Burzinski indicated she had received preliminary information on the upcoming Wisconsin Association of Convention & Visitors Bureaus conference in Sheboygan on November 8 & 9 and was interested in attending however she was waiting for more detail about the breakout sessions.

Motion by Bakka, seconded by Sitzberger to approve Burzinski attending the Conference of the Wisconsin Association of Convention & Visitor Bureaus; motion carried.

Department Reports – Burzinski distributed and reviewed copies of the August and September reports.

Budget/Paid Bills Report – The Paid Bills Report format is not yet available from the Finance Department. Burzinski indicated that she had talked with the Finance Director regarding the situation with the Postage and Telephone line items and both felt the department would be okay in the overall budget.

Motion by DeBruyne, seconded by Bakka to accept the budget report as presented; motion carried.

Correspondence/Communication – Burzinski indicated she had a meeting later in the morning with the Personnel & Finance Committees regarding budget.

She noted that Gerry Grzyb, who has contributed many photos to Tourism & Publicity, contacted her regarding a possible fall video as he planned on being in the area soon with his micro-videocam. She



emphasized the importance of a good working relationship with individuals such as Mr. Grzyb who call the office and volunteer their expertise.

Next meeting – The next regular Tourism & Publicity Committee meeting is scheduled for November 6, 2012, at 9am in Conference Room #2. DeBruyne noted he would be out of town and unable to attend. (Pilch arrived)

Pilch & Barnet – The August monthly report was distributed and reviewed by Pilch.

She reviewed some of the results of the Chamber's strategic planning session, noting a full report would be available after it was presented to the Chamber.

Pilch distributed copies of a preliminary media schedule for 2013 developed using information from 2012, information gathered at the strategic planning session and the 2012 promotion budget. She noted that new for 2013 were TV ads in Rockford/Dubuque for the western IL/eastern IA markets. One recommendation was to move the fall promotion scheduled for September/October to August/September. There being no time for discussion, further review of the proposed media schedule will be at the November meeting.

Five County Branding Grant – Pilch indicated the NorthwoodsofWisconsin Facebook page continues to grow and there are over 1,500 entries in the promotional contest. It was noted that while contests may bring 'friends' to a website, it is continual updating and pertinent information that keeps visitors returning.

2013 Vilas County Travel Guide – Still receiving updates and getting the data formatted. (Kahl arrived)

Department Head Performance Evaluation Process – Kahl reviewed the development of the 360 review process and discussed the forms (A through I) used in the process along with the process timeframe: evaluations completed during November; compilation during December; Committee review in January. She noted she would be the only individual with access to the completed evaluation forms (except for her evaluations which would be handled by the County Clerk) and would prepare a summary of the evaluations available to the Department Head and the appropriate oversight committee for use in the January review. As the new process includes County Board members evaluating Department Heads they may not have contact with, several Committee members requested a list of Department Heads be included in their packet.

VC Tourism & Publicity Director Job Description – Kahl left meeting without discussing. Per phone conversation, she indicated the revised position description for the Tourism & Publicity Director had not yet been reviewed. To be on file by November, position descriptions would need to be approved by Personnel during October. Thorpe noted a special Committee meeting may need to be called to meet these deadlines. She indicated she would meet with Burzinski and Kahl to see what can be done.

Next meeting – Reiterated (from above) - The next regular Tourism & Publicity Committee meeting is scheduled for November 6, 2012 at 9am.

There being no further time for discussion, motion to adjourn by Sitzberger, seconded by Kukanich; motion carried at 9:56am.

Respectfully submitted, Janet R. Christianson

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