

Members Present: Linda Thorpe, Emil Bakka, Ron De Bruyne, 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  
Theresa Smith, Vilas County Chamber  
Jeff Currie, Great Headwaters Trails

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 December 27, 2011.

**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 Kukanich, seconded by Bakka, to approve the minutes of December 12, 2011 as distributed; motion carried.**

**Introductions** – All parties were introduced.

**Great Headwaters Trails** – Currie provided a brief background of the Great Headwaters Trails (GHT) organization and plans for trail development in the eastern portion of Vilas County. As part of the trail development process and in corporation with trail development partners, GHT was currently proposing two (2) signs – in Conover/Phelps for the development of that trail segment in 2013 and near Highways 70 & 17 in Eagle River regarding the new trail surface material developed locally for multi-use trails. The Committee indicated to Currie that the physical signage requirements and wording would need to be approved by several committees, such as Forestry, Highway and Zoning, as well as any appropriate town committees before the proposal is reviewed by Corporation Counsel. Then this Committee would review for use of the County logo. The Committee thanked Currie for coming. The Committee also expressed gratitude for groups such as GHT for their passion and desire to develop recreational facilities for residents and visitors.

**Musky Marathon** – Christianson noted receiving a letter regarding the photo requirement and a telephone call to request the witness signature requirement be set aside for one registrant. **Motion by Sitzberger, seconded by DeBruyne, to deny the request to change the rule as requested.** During discussion it was noted it would not be fair to change the rules at the end. As the Marathon rules are reviewed each year, the requests can be reviewed at that time. **Motion carried.**

The final number of released muskies for 2011 was presented and compared to previous years. Christianson felt generally positive about the registrations and there were no additional comments regarding the kept division than those already presented to the Committee. A complete report will be available by the February meeting. A presentation, along with the awarding of plaques, will be planned for the March County Board meeting.

The drawings were held for the remaining Marathon prizes. The results were:

- **Al Soczka and Tall Pines Motel & Gallery** provided six (6) copies of *Muskie, The Written Word 1892-2003* by Al Soczka which were won by: Evan Muskevitsch, Jordan Breznik, Patricia Lashua, Nancy Anne Miller, Doug Kapla and Eric Piel.
- **Mills Fleet Farm** provided a \$25 gift card for a youth registrant – won by T.J. Mitchell and two (2) \$50 gift cards which were won by: Rick Wyrwas and Michelle Luedtke
- **Musky Hunter Magazine** provided four (4) one-year subscriptions which were won by: Jack Van De Ven, Ben Niermann, Eric Risjord & Sonnet Uhlenbrauck
- **Elmer Jensen Guide Service** provided a Half-Day-With-A-Guide which was won by: Erika Knutson
- **Miller Beer of the Northwoods** provided jackets, hats and flexible coolers which were won by:  
*Jackets:* Jeanne Brabec, Chuck Warner, Bruce Spangenberg, Larry Kurbel & Robert Jacobs  
*Hats:* Dennis Loertscher, Bill Jacobs, Elmer Jensen, Richard Bertzyk, Craig Uhlenbrauck & Nicholas Kessler and *Coolers:* Fred Brogle, Rosanne Schneider, Don Zander & Joe Breznik

The prizes would be mailed within the next week followed by the final press release and award letters.

**Vilas County Chamber** – Smith noted Danielle Myszka, Director of the Phelps Chamber, has agreed to fill the vacancy of secretary for the Vilas County Chamber.

The Chamber also approved the 2012 budget of \$18,000 for coop advertising with Vilas County Tourism & Publicity.

Plans for the annual dinner at Smokey's Restaurant and Supper Club in Manitowish Waters on February 16<sup>th</sup> are being finalized. As soon as the speaker is confirmed, invitations will be sent out.

The Chamber is also developing a culinary tour/event list for Fall (August through October) for possible grant application. Events are being gathered by Tourism & Publicity; the Chamber and Pilch & Barnet will review to determine best market to target and prepare the grant application (deadline April 1).

Next Chamber meeting is January 12 in Boulder Junction at 1pm.

**Pilch & Barnet** – Pilch noted the winter television ads should be starting next week now that the area had more snow.

Burzinski distributed a draft of the winter postcard mailer. While difficult to determine a response rate, Pilch was confident the card would generate good numbers for distributing the Guide.

**2012 Vilas County Travel Guide** – Copies of the 2012 Vilas County Visitor Guide were distributed. Pilch indicated that about 60% of the advertising for the Visitor Guide had been collected. P&B will be getting the names to Burzinski & Christianson so copies of the Guide can be mailed to them.

**Five County Branding Grant** – Pilch indicated that all five counties had approved funding for the development of the telephone app and the 5-County Branding Committee would be meeting in the afternoon to discuss its development. They would also be discussing the 2<sup>nd</sup> year JEM grant

application (due April 1). As Oneida County is the grant applicant there would be no conflict with the Chamber's Fall Culinary Tour application.

**5<sup>th</sup> Edition of TREK the Northwoods Trails** - The 5<sup>th</sup> edition TREK the Northwoods Trails booklet was distributed. Everyone agreed this continued to be a great cooperative effort well after the initial JEM grant funding (in 2005). Burzinski will be sending copies to Abbe Hill and Sarah Klaves.

**Tourism Shows and Expos** – Burzinski noted she had been unable to order the approved shirts by December so she would be ordering them with funding from the 2012 budget.

**Out of County Travel** – Burzinski requested approval for her 2012 travel to include NC ITBEC, NC ITBEC Committees, Governor's Lac du Flambeau Promotion Committee, The Northwoods of Wisconsin (5-County Branding Grant Committee), sport shows, Governor's Tourism Conference (Green Bay in March) and travel to Oneida County. **Motion by Bakka, seconded by Kukanich to preapprove Burzinski's out of county travel as needed to attend meetings in performance of her duties as Vilas County Tourism Director; motion carried.**

Thorpe requested approval to register and attend the Governor's Tourism Conference in Green Bay in March. **Motion by Sitzberger, seconded by Bakka to approve Thorpe as Chair of the Tourism & Publicity Committee to register for and attend the Governor's Tourism Conference in Green Bay in March, 2012; motion carried.**

**Department Reports** – December monthly report not available due to the early meeting in January.

**Budget/Approval of Bills** – Burzinski distributed the monthly bills and budget report. Noting some remaining line item balances, Burzinski had previously explained the unexpended travel dollars and the December information from the Clerk's office would be included when received.

**Motion by Kukanich, seconded by Sitzberger, to approve the bills as presented: Pilch & Barnet - \$4,958.25; Southern Computer Warehouse - \$1,902.48; Cindy Burzinski - \$71.04; Lambeau Telecom - \$28.76; US Postmaster - \$575.00; motion carried.**

**Correspondence/Communication** – Laeser wondered if the center map in future Visitor Guides could include more trail delineation, possibly showing interconnection of trails. As more individual trails become connected and/or part of 'systems', showing this information would be of benefit to the visitor. The Committee thanked him for his ideas.

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

**There being 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.*