

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  
Jeff & Anne Currie, Great Headwaters Trails

Thorpe called the regular meeting to order at 1:00pm in Conference Room #2 of the Vilas County Courthouse. The meeting was properly posted and notices sent to all media provided on March 6, 2012.

**Motion by Bakka, seconded by Sitzberger 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 February 7, 2011 as distributed; motion carried.**

**Introductions** – All parties were introduced.

**Musky Marathon** – Christianson noted that the plaques had been received and so far two (2) sponsors and three (3) plaque winners had indicated they would be attending the awards presentation.

The Committee discussed regarding reinstating the Kept Category for all divisions along with reviewing the current rules. **Motion by Bakka, seconded by Kukanich to continue the Marathon for released muskies only and not reinstitute the kept divisions and not change any rules for the 2012 Marathon; motion carried.**

Christianson reviewed the prizes available and requested ideas from the Committee for other items to distribute during 2012. Sitzberger noted he had contact with a potential sponsor and would get the information to Christianson so an informational Marathon packet can be sent to them. Christianson will research other ideas suggested by the Committee for discussion at the April meeting.

**Vilas County Chamber.** The next Chamber meeting is March 22 at 1pm in Sayner.

**Pilch & Barnet** – Burzinski passed around a copy of the February/March issue of Midwest Living containing the insert card.

Copies of the Shift Your Gears cards were also distributed with Burzinski noting the cards were also available at chamber offices. The Shift Your Gears promotion runs the month of March with finalists for each area selected in early April, on-line voting conducted during April, and the winners announced in early May. To date, several area businesses have committed or provided prizes for this and future promotions, including:

- Timberline Inn, Manitowish Waters
- Lynn Ann's Campground, St. Germain

- Sunrise Lodge, Land O'Lakes
- Gateway Lodge, Land O'Lakes
- Edgewater Inn, Eagle River
- Serenity Bay Resort, St. Germain
- Lake of the Torches, Lac du Flambeau
- Eagle Falls Adventure Golf, Eagle River

**Five County Branding Grant** – Burzinski distributed copies of the app and Northwoods personality quiz (launched in early March) developed to promote The Northwoods of Wisconsin.com. Once the quiz is taken, there are links to each of the areas for sample itineraries. The 2<sup>nd</sup> year grant application and budget are being finalized for submission by the April 1<sup>st</sup> deadline.

**2012 Vilas County Travel Guide** – Item delayed to April meeting.

**Tourism Shows and Expos** – Burzinski reported she was waiting for final attendance numbers for the Madison Fishing Expo (Feb 24-26); however, attendance seemed lower on Friday than in previous years. Also waiting for attendance information for Canoecopia (Mar 9-11); however, the aisles were very crowded. Bakka noted the growth of the kayak – canoe – bike enthusiast market. Burzinski noted that all our visitor guides were distributed at each of the shows along with the TREK booklets, County maps and paddling brochures.

**Out of County Travel** – None not already approved.

**Department Reports** – Burzinski distributed a revised format of the monthly report designed to complement the statistical monthly report provided by Pilch & Barnet. The format shows the number of Visitor Guides and in-house brochures distributed.

Thorpe noted the Governor's Conference along with the breakout sessions had been interesting and provided a great deal of information for tourism officials. As the 2013 Conference is scheduled at the same time as a regular County board meeting, she indicated she may not be attending; however, she felt it very important for Burzinski to attend the Conference.

Thorpe also indicated that at one session a map was distributed showing the membership distribution of the Governor's Council on Tourism. As the northern area counties have consistently lacked adequate tourism representation, Thorpe noted that Burzinski had expressed interest in submitting her application for consideration. The Committee unanimously supports Burzinski in this effort and agreed that Thorpe write a letter of recommendation from the Committee.

At the Governor's Conference, Burzinski noted that a committee was formed to discuss partnerships, marketing monies, education for municipalities and issues facing tourism. As this committee's focus encompasses many issues in which Vilas County is current involved, Burzinski volunteered to sit on the committee along with representatives from Langlade, Price and Forest Counties, the City of Bayfield and the WI Department of Tourism.

Burzinski had also contacted Ken Stubbe of the Vilas County Economic Development Corporation and she will be attending a future meeting to discuss the role of Vilas County Tourism & Publicity

and the cooperative relationship with the Vilas County Chamber and the local chambers in the promotion of Vilas County as a tourism destination.

Sitzberger noted that some of the photos from the snowmobile photo shoot were available for viewing and that he would get in touch with Burzinski after she has had a chance to review them.

**Budget/Approval of Bills** – Burzinski distributed the monthly budget report noting that greenbar figures (2012 budget) were not yet available from the Clerk’s office. However, all numbers are on track with Postage being a little higher as most of the large mailings are in the early part of the year. The line item will be carefully watched.

**Motion by Sitzberger, seconded by Kukanich, to approve the budget and bills as presented: Wisconsin Counties Association - \$20.00; Sheraton - \$70.00; Clarion Suites Central - \$89.00; Clermont Printing - \$20.98; Janet Christianson \_ \$51.17; Cindy Burzinski - \$502.61; Lambeau Telecom - \$37.84; US Postmaster - \$1,500.00; motion carried.**

**Agenda Format & Department Oversight Activities** – Thorpe indicated the Legislative & Judicial and Executive, Ethics & Insurance Committees would be meeting at the end of March to review this item and determine some consensus to streamline meetings and determine which actions could be handled by Department heads/staff, etc. to avoid micro-management of day-to-day county business.

**Correspondence/Communication** – Burzinski indicated receiving a call from Sue Drum, Northwoods Citizens for Responsible Stewardship, requesting inclusion on the April agenda.

**Next meeting** – The next regular Tourism & Publicity Committee meeting is scheduled for April 3, 2012, at 9am in Conference Room #2.

**There being no further items on the agenda, Chairperson Thorpe adjourned the meeting at 2:15pm.**

Respectfully submitted, Janet R. Christianson

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