



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
Joe VanDeLaarschot, Lakeland Times

Thorpe called the regular meeting to order at 1:00pm in the Jury Room of the Vilas County Courthouse. The meeting was properly posted and notices sent to all media provided on April 26, 2012.

Motion by Sitzberger, 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 Kukanich to approve the minutes of April 3, 2012 as distributed; motion carried.

Introductions – none.

Musky Marathon – Christianson showed samples of sponsor lures already received, the towels and noted that South Bend Sporting Goods had also provided a rod to be used as a drawing prize.

Milanowski was present to explain that the Marathon rules/regulations were policies developed by the Committee. It was her recommendation that the Marathon continue to follow the minimum legal size as defined by the state regulations. As the minimum legal length for muskellunge in inland waters (with the six lake exceptions noted previously) is now 40” muskellunge, the Committee felt the lake name should now be required on the registration form with no additional changes recommended. The poster and registration form will be finalized with distribution in the next week and the website will be updated when sponsors, registration stations and forms are finalized. Thank you cards for the sponsors will also be prepared by the next meeting for Committee signatures.

Vilas County Chamber. The next Chamber meeting is May 10, in Manitowish Waters at 11am. It would be held immediately following the Business Safety & Security Seminar.

Pilch & Barnet – Burzinski passed around a copy of Midwest Living’s Best of the Midwest issue which included Vilas County’s ad – Best Places to Fish – and noted the office had already received responses. Burzinski indicated there had been considerable Facebook activity and that Pilch & Barnet were gathering information on including a blog on the website.

Five County Branding Grant – Burzinski noted a grant committee meeting was scheduled for May 2nd to review the next steps (grant application has been submitted with grant announcement expected soon). Itineraries that correspond to the individual avatars had been created by each county.



2012 Vilas County Travel Guide – No update available on outstanding invoices. Laeser noted guests appreciated the dog friendly icons being included but thought them a little small. Burzinski noted it was time to begin thinking about the 2013 Visitor Guide. As the Committee did not note any problems with the production of the 2012 Guide and as the time for ad sales is getting close, **motion by DeBruyne, seconded by Sitzberger, that a contract for Pilch & Barnet to produce the 2013 Visitor Guide be drafted and reviewed by Corporation Counsel for Committee review at the June meeting; motion carried.**

Tourism Shows and Expos – Burzinski noted the photos from the snowmobile photo shoot had been received and there were many great shots for both Tourism and the Snowmobile Safety Committee.

Out of County Travel – None not already approved.

Department Reports – As the meeting was so early, there was no department report available.

Burzinski reported that as Public Information Officer (PIO) over the Easter weekend she had been involved in the missing person incident in Sayner. She noted the experience was eye-opening as to the capabilities and dedication of the local law enforcement community. DeBruyne expressed his appreciation of Burzinski's consistent dedication and professionalism shown whenever she represents Vilas County.

Budget/Approval of Bills – Burzinski distributed the monthly budget report noting most items remain on track.

Motion by Kukanich, seconded by Bakka, to approve the budget and bills as presented: Pilch & Barnet - \$6,750.00; Cindy Burzinski - \$114.33; Lambeau Telecom - \$34.16; Wildwood Promotions - \$309.00; Sierra Stream & Mountain - \$365.72; motion carried.

Correspondence/Communication – DeBruyne noted attending a recent Wisconsin ATV Convention in Wausau and receiving survey results (compiled by UW-Extension) regarding the Cheese Country Trail in southern Wisconsin.

Sitzberger questioned if any information were available regarding the appointment to the Governor's Council on Tourism for the northern region. Burzinski noted the application deadline was May 15th.

It was noted that Pilch & Barnet had been named by Madison Magazine as the 3rd best place to work (for businesses with less than 100 employees).

Next meeting – The next regular Tourism & Publicity Committee meeting is scheduled for June 5, 2012, at 9am in Conference Room #2.

With no further items on the agenda, Chairperson Thorpe adjourned the meeting at 2:02pm.

Respectfully submitted, Janet R. Christianson

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