

Members Present: Linda Thorpe, Emil Bakka, James Behling, Ron DeBruyne, Leon Kukanich,

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

Others Present: Lyn Pilch, Pilch & Barnet  
Fritz Laeser, Edgewater Inn & Cottages

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 28, 2010.

**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 Bakka, seconded by Kukanich to approve the minutes of December 2, 2010 as distributed.** During discussion, Thorpe noted a misspelling of a name. **Motion carried.**

**Introductions - None**

**Musky Marathon** – Christianson reported receiving correspondence from a possible late registrant. After reviewing the correspondence and timeline of information, **motion by Kukanich, seconded by DeBruyne to affirm that the registration was not completed by the December 15<sup>th</sup> deadline; motion carried.**

Christianson distributed correspondence and presented telephone message information received regarding the Marathon kept divisions. The Committee will revisit the matter when the rules and registration forms are reviewed for the 2011 Marathon.

The final numbers and a brief review of the 2010 Marathon were presented. A complete report will be available by the February meeting. A presentation, along with the awarding of plaques, is being 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: Johnny Colvin, Ben Niermann, Amie Krelle, Janice Kelley, Ryan Skidmore and Brad Adee
- **Mills Fleet Farm** provided three (3) \$50 gift cards which were won by: Jake Eric Johnson, Polly Bigler and Craig Uhlenbrauck
- **Musky Hunter Magazine** provided four (4) one-year subscriptions which were won by: T. J. Mitchell, Jr, Steven DeForest, Sandra Gildseth and David Erdmann
- **Elmer Jensen Guide Service** provided a Half-Day-With-A-Guide which was won by: Cooper Skat

- **Coleman Co. Inc.** provided Stearns Rain Suits which were won by: Lorie Scherf and Tom Gildseth
  
- **Coleman Co. Inc.** provided Stearns Personal Flotation Devices which were won by: Katie Dehn, Nancy Lessner, Sonnett Uhlenbrauck, Debra Locke, Landon Lederman, Ryan Reynolds, Doug Kapla and Rick Lax

Christianson will get the final press release, award letters and prizes distributed within the next week.

**Vilas County Chamber** – Burzinski reported the Chamber is finalizing plans for the Annual Chamber Dinner in Manitowish Waters in late February/early March (dependent on facility). The decision on the date and the speaker should be made at the next chamber meeting.

The Vilas/Oneida County maps are done and should be delivered by mid-January.

The Chamber is working with Pilch & Barnet on possible co-op ad possibilities.

The Chamber is also considering sponsoring a workshop about the new licensing requirements for those involved (service groups, accommodations, etc.) in preparing food for fundraisers.

The next Vilas County Chamber meeting is scheduled for January 13<sup>th</sup> at 1pm in Boulder Junction. Amy Springer, of Vilas County Public Health, is scheduled to discuss the new licensing regulations regarding food preparation.

**Pilch & Barnet** – Pilch stated that the Facebook promotion was very well received with more than 4000 new ‘friends’ for Vilas County. The iPad winners were announced: Eric Schmeling from Edgerton, WI and Elizabeth Gates from Kankakee, IL. The Facebook page was also updated with custom tabs to more closely resemble the website.

The winter ads are ready and the television ads for the Milwaukee, Chicago, Madison and Fox Valley areas have been updated to include Facebook information.

The website was updated to include the new events page providing both narrative and calendar formats. Additional informational pages were also designed to replace those generated by the recently eliminated InnLine program. As the InnLine program provided direct links to chamber member area businesses, it was wondered if some sort of replacement may be needed and Pilch will be discussing possible options with the Chamber at their next meeting. As there were several concerns expressed, options will be brought back to this Committee for consideration.

**Vilas County Travel Guide** – The 2011 Vilas County Visitor Guide has been delivered and copies were distributed to the Committee. Pilch indicated there were sufficient ad sales to cover the cost of the Guide and while there were some outstanding invoices, she was confident payment would be forthcoming. Burzinski noted the Department received several positive comments regarding the new Guide.

**Logo and Style Guidelines for Vilas County** – Burzinski noted the Department letterhead, agenda and business card templates were being proofed and would be ready for distribution with the policy being prepared by Public Property.

**Out of County Travel** – As Burzinski sits on several multi-county committees which rotate meeting sites among the various members, including but not limited to North Central International Trade, Business & Economics Council (ITBEC), ITBEC Marketing Committee, ITBEC sport shows, Governor’s Lac du Flambeau Promotion Committee, and as the County’s Public Information Officer (PIO) and as Thorpe, as Committee Chair, also represents the Committee at several of these committees, **motion by DeBruyne, seconded by Bakka to authorize Burzinski and Thorpe to travel out of Vilas County as needed for Vilas County business; motion carried.**

**Department Reports** – Burzinski noted website visitors were again almost double that of the previous month and credited both the Facebook promotion (which was finished mid-month) and the start of the winter season for some of the increase. Inquiries also doubled from the previous month. Burzinski informed the Committee that she had just received word that the early bird registration for the Governor’s Conference (in March) was due the end of January. **Motion by Bakka, seconded by Kukanich to accept the report as presented; motion carried.**

**Budget/Approval of Bills** – The December bills were distributed along with copies of the 2010 budget (correcting the County Promo Expense line item balance to \$1,899.52). Burzinski indicated that with the meeting so close to the 1<sup>st</sup> of the month, some December billings had not yet been received; however, all invoices should be received shortly. **Motion by Behling, seconded by Kukanich to approve the budget as presented and corrected and to pay the bills as presented: Wisconsin Governor’s Conference on Tourism - \$200.00; Lambeau Telecom Co. - \$24.20; Clermont Printing & Office Supply - \$262.90; Florida Micro - \$2,164.98; US Postmaster - \$2,000.00; Janet Christianson - \$66.00; Pilch & Barnet - \$6,900.00; motion carried.**

**Correspondence** – It was announced that Governor Walker had appointed Stephanie Klett as the new Tourism Secretary.

Burzinski indicated that she had been nominated to be on a Grow North regional broadband subcommittee. Having just received the information, she wasn’t yet familiar with the subcommittee’s responsibilities. The Committee asked the item be placed on the February agenda as then Burzinski may know if she’s been chosen to serve on the Committee.

Behling indicated the Vilas Area Silent Sports Association (VASSA) had started an economic impact study of silent sports for Vilas County and that over the next 18-24 months, the group would be collecting, processing and analyzing the information. The Committee felt this would be a valuable tool to trail groups, trail planners, and governmental units.

**Next meeting** – The next regular Tourism & Publicity Committee meeting is scheduled for February 1, 2011 at 9am in Conference Room #1.

There being no further items on the agenda, **motion by Bakka, seconded by Kukanich to adjourn at 10:58am; motion carried.**

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

Respectfully submitted, Janet R. Christianson