

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
Theresa Smith, Vilas County Chamber
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 March 29, 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 DeBruyne to approve the minutes of March 1, 2011 as distributed; motion carried.

Introductions – None necessary.

Musky Marathon – Letters to prospective sponsors and registration stations had been sent out with responses due by April 18th. A revised registration form (with kept division information deleted) and draft of the poster were also passed around for review. Christianson indicated receiving correspondence regarding the change in Marathon divisions and of a website forum discussion regarding the change (both generally favorable).

In reviewing possible ‘incentive prizes’ as suggested at the last meeting (to replace the pens, photo frames, etc. used the last several years), a sample of one unique item suggested, the Fast-Tie Knot Tyer, was presented. Christianson noted that during discussion with the representative of Sierra Stream & Mountain, the distributor of Fast-Tie products, he offered to provide a standard Fast-Tie to all youth registrants. Additionally the Marathon would be allowed to purchase any additional Fast-Tie Knot Tyers at a reduce rate. After a review of the item and the cost, **motion by DeBruyne, seconded by Bakka to approve ordering 250 Fast-Tie Knot Tyers, not to exceed \$815; motion carried.** Christianson indicated she would continue trying to find an incentive item (such as a line cutter) to complement the Tyer.

Vilas County Chamber – Smith noted the Chamber, Citizen’s Bank and the Sheriff’s Department were sponsoring a public Business Securities Seminar on May 12th. This Seminar has been well received in the past and provides information for the general public.

The on-line version of the County Map is in development; however, there are outstanding ad payments due.

The Chamber elections are scheduled for the April meeting with the current officers running unopposed: Smith (Boulder Junction), President; Neider (St. Germain), Vice President; Logan-Weber (Presque Isle), Treasurer; and McMahan (Manitowish Waters), Secretary.

The Chamber has started planning for the Fall Resort Tour.

Smith and Pilch noted the Spring Fling Giveaway promotion has not been implemented at this time. Burzinski noted that after considerable revising by both the Chamber and Pilch and Barnett, Vilas County Corporation Counsel was unable to approve the promotion as presented, as it was opined to fall under the definition of a lottery. Burzinski distributed copies of the Wisconsin Department of Administration Rules for Contests for Committee review and further explained that any contest having prize, chance and consideration was deemed a type of lottery. She also noted that Corporation Counsel suggested that if the Committee considered pursuing additional contest-type promotions, legal counsel more familiar with this type of promotion may be needed to ensure proper development of such contests. After discussion and ideas to consider, both Pilch and Smith indicated the Chamber would discuss the promotion at their next meeting.

Pilch & Barnett – Pilch indicated a powerpoint presentation on the recently completed Facebook – Like Us promotion was being created. Burzinski noted it would tentatively be scheduled for the June County Board meeting to complement the Tourism & Publicity Annual Report.

Responses from the February direct mail card have been forwarded to the Department for fulfillment. Copies of the banner ads were distributed and noting the uncertain weather conditions, Pilch indicated the spring newsletters were being rescheduled while the TV commercials would be starting in May.

Pilch indicated the recent winter survey responses for the 5-County branding promotion project were more season specific than anticipated. With the limited number of responses, the committee requested and received an extension on the grant, and from Grow North with whom the Committee is sharing information, to conduct a spring survey. Pilch indicated the branding committee was meeting later today (April 5 afternoon) to select the May/June events to be surveyed.

Department Reports – Copies of the March department report were distributed with Burzinski reviewing the revised format and the delineation of ad placement responses.

Out of County Travel – None not previously approved.

Budget/Approval of Bills – Burzinski distributed the monthly budget report. **Motion by Bakka, seconded by Kukanich to pay the bills and approve the budget as presented: Sheraton-Madison - \$70.00; Lambeau, LLC - \$35.22; Clermont Printing & Office Supply - \$1,024.73; Pilch & Barnett - \$2, 100.00; Cindy L. Burzinski - \$558.72; motion carried.**

Correspondence/Communication – Burzinski reported that Canoecopia appeared to be another successful show for Vilas County as all of the brochures were distributed. As a niche market, this show was very well attended. All shows attended this year were positive. Plans are still being developed by ITBEC to attend State Fair Park in August (should hear in June if accepted to attend).

Pilch thanked those who attended their open house during the Governor's Conference on Tourism in March. All attending the Conference felt it had been very upbeat, provided good feedback and great promise for the coming year. Cooperation between the departments (such as between Tourism & Transportation to attempt to reopen the information/tourism centers) was viewed as very positive.

DeBruyne noted receiving notice of a forum on April 30th in Eagle River for the Landover ATV Club.

Behling noted some concern with his continued association with Vilas Area Silent Sports Association (VASSA) as some members appear to have moved from 'advocating for' silent sports to 'advocating against' other recreational activities.

Next meeting – The next regular Tourism & Publicity Committee meeting is scheduled for May 3, 2011, at 9am in Conference Room #2.

There being no further items on the agenda for discussion, **Thorpe as Committee Chair, adjourned the meeting at 10:15am.**

Respectfully submitted, Janet R. Christianson

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