

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

Members Excused: Ralph Sitzberger

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

Others Present: Lyn Pilch, Pilch & Barnet

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 May 31, 2011.

Motion by Kukanich, seconded by Bakka 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 May 3, 2011 as distributed; motion carried.

Introductions – None.

Musky Marathon – Christianson noted that posters and registration forms had been distributed. The Tie-Fast Knot Tyers for the youth had been received and the towels were ordered with delivery expected shortly. She also noted Smith Bait Manufacturing and Tall Pines Motel & Gallery had indicated they would continue as sponsors for 2011 as they had already promised donations and would stay in touch with the Committee regarding status of a kept division and their continued sponsorship. Christianson also noted that 2-3 registrations had recently been received.

Vilas County Chamber – In place of the Spring Fling Promotion, the Chamber voted to fund a co-op ad on Chicago Tribune Online. Pilch distributed a printed sample of the ad and both Burzinski and Pilch indicated this co-op ad was a unique format as the ad appears as an editorial and provided interaction (blog) with the reader. Originally designed as a 5-site co-op, the advertising was very cost effective for the Chamber and while the Chicago Tribune is still looking for two additional advertisers, did not raise the cost for the three (Vilas, Oneida & Middleton) current users.

The Chamber continues to work on plans for the Fall Resort Tour (mid-October in the Sayner/Star Lake – St. Germain area). The next Chamber meeting is scheduled for June 9th at 1pm at St. Germain.

Pilch & Barnet – Pilch provided an update on the status of 5-County Branding Grant. Surveys had been distributed at several local events (intercept surveys), to visitors requesting tourism information (data from county and local chambers), and to local businesses. The number of surveys returned were very good (events – 1,106 returned surveys; visitors – 1,406 surveys; local businesses – 454 surveys returned from lodging and other businesses). Pilch indicated that UW-Extension Agents Haverkamp (Vilas) and Kuzlik (Oneida) were providing analysis of the surveys. A strategic planning session is scheduled for June 16th in Rhinelander (with each County having 6 representatives from varying groups – business, chamber, community, etc.) to begin the branding efforts which needs to be completed within the plan timelines/grant deadlines.

2012 Vilas County Travel Guide – A contract for the production of a 2012 Vilas County Visitor Guide had been received from Pilch & Barnet. All items remain similar, with the exception that Diane Hapka has been retained by Pilch & Barnet as the ad sales representative. The contract had been reviewed and initialed by Corporation Counsel. **Motion by Kukanich, seconded by De Bruyne, to approve the 2012 Vilas County Visitor Guide contract with Pilch & Barnet and authorize Thorpe to sign the agreement; motion carried.**

Burzinski then reviewed some initial recommendations for the 2012 Visitor Guide:

- ❖ revise the tagline font
- ❖ include larger Facebook and Twitter logos
- ❖ update photos/possibly develop a photo contest
- ❖ develop a fun contest using QR code optics within the Guide
- ❖ refresh narrative
- ❖ more consistent event information
- ❖ revise narrative as needed based on ad sales (depends on page availability)

She indicated personnel will be gathering information from the Chambers and working with Pilch & Barnet to best present the information in the Guide.

2010 Tourism & Publicity Annual Report – Originally it had been discussed to present the Annual Report at the June County Board meeting along with a powerpoint presentation on the Department's Facebook promotion. As a Board meeting has been scheduled for earlier in June with a full agenda, and supervisors' meeting schedules are full, Burzinski requested delaying both the report and the presentation to August. Thorpe thought the Report was well laid out and clearly presented the department information. She also noted a misplaced sentence to be corrected before final printing. De Bruyne also felt the report was well written and praised Burzinski and Christianson for doing so much with only a 2-person department. **Motion by De Bruyne, seconded by Bakka to approve the 2010 Vilas County Tourism & Publicity Department Annual Report as distributed and for the Department to schedule the report for distribution in August to the County Board along with a Facebook presentation as previously discussed; motion carried.**

Out of County Travel – Burzinski indicated she had just received word that North Central ITBEC had been approved for a booth spot for the Wisconsin State Fair, August 4-14. She noted she would be working with the other entities on scheduling and anticipated 'manning the booth' not more than 3-4 days. **Motion by De Bruyne, seconded by Kukanich to authorize Burzinski to participate in the NC ITBEC booth at the Wisconsin State Fair, scheduled for August 4-14; motion carried.** Burzinski noted she would be looking into the cost of shirts with the new logo to have ready by the Fair. Both Bakka and De Bruyne indicated that she should also look into costs for supervisors to have the logo on clothing, a nametag, etc. for when supervisors are conducting County business. Burzinski will look into the ideas and put on the July agenda for discussion.

Department Reports – Burzinski distributed and reviewed the April and May Department Reports and noted the comparison for the same time period last year. The Committee also noted the Department Head evaluation should be scheduled for the September meeting.

Budget/Approval of Bills – Burzinski distributed the monthly bills and budget report, noting that information for the .700's accounts still needed to be added. **Motion by Bakka, seconded by Kukanich to pay the bills as presented: Lambeau Telecom, LLC - \$32.60; Wisconsin Counties**

Association (WCA) - \$60.00; Pilch & Barnet - \$13,500.00; Cindy L. Burzinski - \$136.68; motion carried.

Motion by Bakka, seconded by Kukanich, to approve the budget as presented; motion carried.

Correspondence/Communication – Burzinski noted that Sitzberger had expressed concern about the condition of boat landings throughout the County and asked her to bring the matter to the chambers' attention. Burzinski indicated she would be taking his concerns to the chamber meeting and as the various landings were maintained by differing entities, the chambers may have some answers for him.

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

There being no further items on the agenda for discussion, **Thorpe as Committee Chair, adjourned the meeting at 10:50am.**

Respectfully submitted, Janet R. Christianson

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