

Members Present: Linda Thorpe, Emil Bakka, Leon Kukanich, Ralph Sitzberger

Members Excused: Ron De Bruyne

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

Others Present: Kelly Haverkamp, Vilas County UW-Extension

Thorpe called the regular meeting to order at 9:01am in Conference Room #2 of the Vilas County Courthouse. The meeting was properly posted and notices sent to all media provided on June 28, 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 Bakka, seconded by Kukanich, to approve the minutes of June 7, 2011 as distributed; motion carried.**

**Introductions** – None.

**Musky Marathon** – Registration numbers are similar to last year at this same time and above the numbers for the same time in previous years. The Committee viewed photos of current registrants as they appear on the Marathon portion of the Tourism website – [www.vilas.org](http://www.vilas.org). The towels had been received and a sample shown to the Committee. Sitzberger had some general questions about registering a musky and Christianson reviewed the registration process and prize distribution.

An inquiry from a 1982 Marathon winner regarding the replacement of a certificate and trophy/plaque was presented. The Committee unanimously determined that while the certificate could be replaced, the Committee would not replace lost/damaged trophies/plaques, especially after so many years.

Thorpe read a letter from a current Marathon registrant expressing his appreciation in receiving the certificate and prizes and his support for the Marathon as "...this type of p.r. is unexpected, sincere, and recognizes an achievement of just an average person on vacation."

**Vilas County Chamber** – Burzinski noted the chambers are very busy with events. The co-op giveaway promotion has begun with banner ads and links on the chamber websites to the giveaway website. Utilizing the wireless connection, Burzinski was able to show the Committee the link from the Tourism website – [www.vilas.org](http://www.vilas.org) – to the giveaway site and reviewed the packages donated by Vilas County businesses.

The Chamber continues planning for the Fall Resort Tour. The next Chamber meeting is scheduled for August 11 at Lac du Flambeau.

**Five County Branding Grant** – Haverkamp reviewed the grant survey process and briefly reviewed the survey results. She noted that the number of surveys returned were sufficient to provide confidence in the responses and conclusions determined. She and Dan Kuzlik, Oneida County UW-

Extension had facilitated a workshop session with representatives from varying groups – business, chamber, community, etc., of each of the 5 Counties to review the surveys and comments to begin the process of determining a concept/theme describing the area. Thorpe indicated that one response that surprised her was the number of people traveling to this area for birding. Haverkamp indicated the surveys also revealed where people traveled from which provides valuable information when determining the target markets, advertising trends and promotions. Burzinski noted having the survey expertise of Haverkamp, Kuzlik and UW-Extension has been invaluable in this process. Both Burzinski and Haverkamp noted that Pilch & Barnet will take the comments and ideas from the workshop and develop a brand idea to present at the next 5-County meeting.

**Pilch & Barnet** – Burzinski noted the ads are running and the enewsletters are being distributed. She reminded the Committee that if they are not receiving the enewsletters from P&B and Vilas County, they needed to get their email address to her and we'd get them on the list.

**2012 Vilas County Travel Guide** – Burzinski reviewed the proposed 2012 Vilas County Visitor Guide ad sales information noting two value added features: (1) inclusion in an online Advertiser Index on the Tourism website – [www.vilas.org](http://www.vilas.org); and (2) Exposure on the Vilas County Facebook page (for advertisers paying in full by August 1<sup>st</sup>). The Committee felt these were great incentives to advertisers. **Motion by Sitzberger, seconded by Kukanich to approve offering the value added features in the 2012 Vilas County Visitor Guide ad sales information; motion carried.** The Committee commended Pilch & Barnet for their innovative ideas and Burzinski indicated the agency continually looked for ways to promote Vilas County.

**2010 Tourism & Publicity Annual Report** – Burzinski noted two additional items to include: the Wisconsin Trails ad for the appendices and she presented a page regarding her Public Relations and Emergency Management responsibilities for review. As a Public Information Officer (PIO) for Vilas County, Burzinski works closely with Galloway, Emergency Management, to provide information to the public and coordinated information between responding emergency units. **Motion by Bakka, seconded by Sitzberger to approve including the additional ad and the Public Relations page to the 2010 Tourism & Publicity Annual Report; motion carried.**

**Tourism Shows and Expos** – Burzinski indicated the North Central ITBEC Wisconsin State Fair booth work schedule was being finalized and she had signed up to man the booth August 10 & 11 (additional dates may be added if needed). Each participating County was asked to contribute a package as a giveaway and the Land O'Lakes Chamber had organized a package from Gateway Lodge (2 nights lodging), Sunrise Lodge (20% off a dinner), and Eagle Falls Golf (4 rounds of golf). The North Central ITBEC Marketing Committee had also requested that clothing with the NC ITBEC logo be worn while working the booth at shows. Burzinski noted she had found LandsEnd shirts for approximately \$30 and requested approval to order three for the State Fair booth and that NC ITBEC would cover the cost of embroidery of the NCITBEC 'Great Destinations' logo. After determining there were funds in the appropriate line item, **motion by Kukanich, seconded by Bakka to approve Burzinski purchasing three (3) shirts to be embroidered with the NC ITBEC logo for the State Fair; motion carried.**

**Name Tags** – As requested at the June 7<sup>th</sup> meeting, Burzinski had contacted Laser Innovations regarding available nametag styles and cost. Laser Innovations had prepared a 1 ¾" x 3 ½" sample nametag, along with cost information (either \$6.25 for the standard bar pin backing; or \$7.25 for the combination pin/clip or magnetic backing). For consistency, the nametags should be ordered through one office

(such as Tourism & Publicity) and the supervisors would be responsible for pickup and payment of their nametag when they were ready. **Motion by Bakka, seconded by Kukanich to forward the nametag suggestion and cost information to Public Property; motion carried.** Burzinski will prepare the memo to Public Property for Thorpe's signature.

**Out of County Travel** – None.

**Department Reports** – Burzinski distributed the June Department Report noting the Internet visits were up while the requests for information were down.

During a discussion regarding the upcoming Department Head Evaluation, the Committee determined having the evaluation forms distributed with the August agenda provided sufficient time to complete them by the meeting date. Thorpe also reminded the Committee the agenda would indicate going into closed session at that meeting.

**Budget/Approval of Bills** – Burzinski distributed the monthly bills and budget report and reviewed the new voucher format. She explained there was a voucher for the shipment of Visitor Guides to the State Fair booth along with a second voucher for shipping guides should more guides be needed (not determined until actually at the booth during State Fair). She indicated there were funds to cover these shipments. The budget remains on track. **Motion by Sitzberger, seconded by Kukanich to approve the vouchers as presented: Lambeau Telecom - \$26.74; Wildwood Promotions - \$583.77; Vilas County Chamber - \$627.30; Clermont Printing, Inc. - \$47.62; Wisconsin Expo, Inc. - \$649.00; Wisconsin Expo, Inc. \$649.00; Cindy L. Burzinski - \$206.55; motion carried.**

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

**Correspondence/Communication** – Correspondence received discussed earlier. No additional communications.

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

There being no further items on the agenda for discussion, **Thorpe as Committee Chair, adjourned the meeting at 10:31am.**

Respectfully submitted, Janet R. Christianson

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